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PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 63 NEW YORK, U.S.A., TUESDAY, APRIL 1, 1952 TEN CENTS

Charge 38 Col. Writers Were Party Members

Eve Ettinger Admits to House Group She Joined

WASHINGTON, March 31. — An investigator for the House Un-American Activities Committee said he recognized as Communist Party members 38 persons on a list of over 900 writers who worked on or sold scripts to Columbia Pictures from 1945 through 1951.

The statement was made by investigator William A. Wheeler during examination of Eve Ettinger, story editor for Columbia. She was one of several witnesses to testify in executive session before a sub-committee on the West Coast last September. The committee just got around today to releasing that batch of testimony and testimony by another witness in May.

The Motion Picture Association of America has been worriedly looking forward to the release of this testimony for many weeks, having been

(*Continued on page 5*)

MPAA Meets With Legion Officials

WASHINGTON, March 31.—Top film production executives tried for several hours today to convince American Legion officials that Hollywood has done a good job of getting rid of Communist Party members.

The meeting with Legion commander Donald R. Wilson, and public relations director James F. O'Neill, culminated a two-day session of 13 film company presidents, vice-presidents, and lawyers at Motion Picture

(*Continued on page 5*)

Pabst Named U.A. District Manager

NEW ORLEANS, March 31.—George Pabst today was named Southern district manager of United Artists by William J. Heineman, distribution vice-president, who is here from New York with UA vice-president Max E. Youngstein presiding over another of the company's regional sales meetings. The post has been vacant for some time and Pabst had been holding forth here as UA branch manager.

At the same time, Heineman dis-

(*Continued on page 5*)

MGM to Aid Houses In Tornado Areas

Distressed theatre cases among M-G-M customers in the areas stricken by the recent tornado will be extended assistance in keeping the houses operating.

Charles M. Reagan, M-G-M distribution chief, has advised branch managers at Atlanta, Dallas, Memphis, New Orleans and Oklahoma City that in line with the company's policy in similar previous emergencies, assistance should be extended where warranted.

Rules Against AFM 5% Video Formula

HOLLYWOOD, March 31.—The American Federation of Musicians' five per cent formula governing the release of theatrical films to television was upset by U. S. referee-in-bankruptcy B. M. Brink.

In a ruling, he rejected the AFM's petition to restrain Nasser Brothers from leasing to television four pictures, recently recovered from United Artists, without paying the AFM five per cent on gross revenue, plus recording charges.

Brink's ruling held that the AFM contract with Nassers is legal, but that "if the AFM has any claim at all under its television clause it is a claim for damages that must be filed. If it were held that the AFM has a valid claim for damages, the AFM would

(*Continued on page 5*)

New Texas Move Delays 'Pinky' Case

The State of Texas, which has superceded the City of Marshall, Tex., as controller of the "Pinky" censorship action, has asked the U. S. Supreme Court to dismiss any appeal for a review of the case, Philip J. O'Brien, Jr., of the Motion Picture Association of America legal staff here, was informed yesterday in a report from Austin.

Plaintiff W. L. Gelling of Marshall's Paramount Theatre, has 20 days in which to file with the high court a printed brief opposing the state's objection, which was filed in Austin by the office of Texas Attorney General Price Daniel.

In its brief, the state challenged the jurisdiction of the Supreme Court in the "Pinky" case. It was pointed out

(*Continued on page 5*)

'Singin' in the Rain' at $145,000 Paces N.Y. 1st-runs

Three sturdy openings, highlighted by "Singin' in the Rain" at Radio City Music Hall, sparked New York first-run grosses this week.

At the Hall, which also features its annual Easter show, a big $145,000 was forecast for the first stanza of "Singin' in the Rain." At the Astor "My Six Convicts" is expected to hit a strong $35,000 for its opening week.

Another good opening gross of $64,000 is indicated at the Paramount, featuring "Meet Danny Wilson" on the screen and Frank Sinatra on stage.

Among the hold-overs doing healthy business is "Deadline, U.S.A." at the Roxy, which also highlights Gloria De Haven on stage. For its third and final week $55,000 is predicted. "With A Song in My Heart" opens there Friday.

A nice $36,000 is seen for the sixth

(*Continued on page 2*)

UPT-ABC Hearing Adjourns to April 14

WASHINGTON, March 31. — The Federal Communications Commission's Paramount hearing today wound up direct testimony on the proposed merger between United Paramount Theatres and the American Broadcasting Co. and went into a two-week recess.

Indications are that the 11-week-old hearing, which will pick up again on April 14, will go on for at least several weeks after that date.

First witness following the recess will be Gordon Brown, owner of WSAY, Rochester, N. Y., radio station, who will testify as a public witness against the merger. Following

(*Continued on page 4*)

A. T. & T. Fails to Clear Olympic Game

Plans to theatre televise last night's Olympic play-off basketball game from New York's Madison Square Garden to two TV-equipped Commonwealth theatres in Kansas had to be abandoned because American Telephone and Telegraph could not supply cable facilities.

Both the Ashland, Kansas City, and the Granada, Lawrence, Kan., which have followed local Kansas college basketball games over theatre TV reputedly with much success, had

(*Continued on page 4*)

Firms' Plan of Arbitration Ready in Week

Appoint Harvey, Connors WTO's Meet Delegates

The distributors' sub-committee on arbitration and its counsel will complete its draft of proposals for an industry system of arbitration "within a week," it was reported yesterday following the third meeting here of the group, which is under the chairmanship of William F. Rodgers.

Meanwhile, word arrived from San Francisco that Western Theatre Owners has named delegates to the forthcoming industry conference on arbitration in New York, thereby becoming the fourth exhibitor organization to do so. Five exhibitor groups were invited to the conference, the date of which has not yet been set.

The distributors' group is expected to meet once more to put the final

(*Continued on page 4*)

Mono. Profit up for 2nd Half of 1951

HOLLYWOOD, March 31.—Monogram Pictures Corp. and subsidiaries' operations in the last half of 1951 resulted in an unaudited profit of $235,582, president Steve Broidy announced here today. Figure compares with a profit of $163,312 for the corresponding period in 1950. Gross income from film rentals, television and accessories sales in the last half of 1951, was $4,330,861, which compares with $3,937,810 for the same period the year before.

Broidy said, "We believe our continued profitable operation in the 1951 period reflects the success of the company's policy of making family type pictures."

De-freezing of TV Is Again Delayed

WASHINGTON, March 31. — The Federal Communications Commission has pushed back to mid-April its target date for lifting the television station freeze.

Originally, officials had hoped to issue the freeze order by the end of March.

Personal Mention

W. RAY JOHNSTON, chairman of the Monogram-Allied Artists board of directors, will leave Hollywood today for New York, accompanied by MRS. JOHNSTON, en route to Europe. They will sail from here on April 10.

•

ROBERT J. O'DONNELL, head of Interstate Circuit of Texas, will arrive here Friday aboard the *S. S. Independence* following a Mediterranean cruise of several weeks.

•

JACK SYDNEY, recently appointed city manager for Loew's Theatres in Baltimore, is in St. Agnes Hospital for treatment of a stomach disorder.

•

JACK CUMMINGS, M-G-M producer, will sail from the Coast April 5 for Honolulu on the *S. S. Lurline.*

•

RAYMOND BURKE of the Universal home office will be married Saturday in Yonkers to HARRIET WEININGER.

•

DAVID GOLDING, Samuel Goldwyn Productions ad-publicity head, will leave here tonight for Hollywood.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, left here yesterday for Miami.

•

WILLIAM H. CLARK, treasurer of RKO Pictures, will return here from Washington today.

•

GEORGE NICHOLS of M-G-M's studio publicity staff, arrived here from the Coast yesterday.

Dore Schary Files New Suit vs. WEC

HOLLYWOOD, March 31. — Dore Schary today filed a new Superior Court suit against the Wage Earners Committee asking $2,304,531.65 and an injunction against picketing theatres showing M-G-M pictures. The suit, which supersedes the previous Schary action against WEC for $1,250,000, also names 12 individuals identified with the organization.

Schary asked that the court restrain defendants from directly or indirectly referring to him as a Communist, fellow traveler, sympathizer, or past or present member of any group labelled subversive by committees of Congress or State legislatures. The sum sought is broken down as follows:

$2,000,000 general damages; $300,000 punitive damages; $4,531.65 to reimburse plaintiff for cost of newspaper advertising space used to refute WEC's assertedly libelous references to him.

Cinecolor Lay Off

HOLLYWOOD, March 31.—Cinecolor, whose stockholders last week approved a new financing plan, today disclosed it will be necessary to lay off a "substantial number of valued employees" in view of the probability that the laboratory will face a "slack period of several months" and that most will be reemployed subsequently.

4 Circuits Here in Newspaper 'Co-op'

RKO Theatres, Randforce Circuit, Skouras Theatres and Century Circuit in New York are jointly continuing a unique cooperative newspaper advertising approach, where features have been booked simultaneously across the board at theatres of the four companies in the Metropolitan area.

The large cooperative display ads started in New York newspapers on March 12 to promote "Phone Call from A Stranger." They contain a double panel listing the theatres of the four currently playing the same picture.

Predicts Increased Israeli Production

The prediction that despite lack of studio facilities production of films in Israel would increase in the very near future was voiced here yesterday by Josef Leytes, producer-director of "Faithful City." His picture, the first English-dialogue feature film made in the state of Israel, opens at the Park Avenue Theatre here April 7. RKO Radio is distributing it.

"When I made this picture we did not even have laboratory facilities," Leytes said. "We had to send our film to England to be processed. We received rushes once every four weeks after we started shooting, and then again after the film was completed. Today there is a modern laboratory and Israel is on the way toward developing its own film industry."

Leytes said that cinema interests in Israel were waiting for reports of the reception of "Faithful City" before going into heavy production. "I know of some five films that are in work," he said. "The fact that there are no studios is not as much a handicap as you might think. The days are long and the air is clear in Israel. You can shoot from seven in the morning until eight at night. You need only mobile equipment, and that is becoming more and more available."

"Faithful City" cost approximately $100,000, he said. Made in English, it will be released soon in Israel with Hebrew subtitles.

Leytes has plans for a Technicolor production to be produced in the Holy Land in the near future.

Variety Award to Jack Beresin

PHILADELPHIA, March 31. — Jack Beresin, president of ABC Vending Co. and Variety Club International's first assistant chief barker was tonight presented with the local Tent No. 13's "Great Heart Award" before a gathering of members in the Bellevue Stratford Hotel. The award was made in honor of Beresin's many years of humanitarian work among under-privileged and handicapped children.

NEWS in Brief . . .

WASHINGTON, March 31.—The Federal Communications Commission was asked today by Edwin C. Johnson, chairman of the Senate Interstate Commerce Committee, to continue for another year its rule limiting each licensee to only five television stations.

•

TAMPA, March 31.—Seven percentage actions were filed in Federal Court here against Hugh Thomas, Jr. and Waller and Thomas Amusements, Inc. for damages based on alleged underreporting of receipts at the Trail Drive-in Theatre in Sarasota. The actions were filed by 20th Century-Fox, Loew's, Paramount, Universal, Warner, United Artists and RKO.

MacFarlane, Ferguson, Allison and Kelly, of Tampa, represent the distributors with Sargoy and Stein of New York of counsel.

•

A package of 13 short subjects on sports is being offered for sale to television stations by RKO Pathe, Jay Bonafield, executive vice-president, disclosed here.

Bonafield said the films, which run six and one-quarter minutes, were compiled from RKO Pathe's library. As yet, he added, no deal for the television distribution of the package has been concluded, although inquires have been received.

Hirliman, Producer Of TV Films, Dies

George Hirliman, 50, head of Hirliman Productions, producer of films for TV, died Sunday in Doctors Hospital here from a cerebral hemorrhage.

In various phases of the motion picture laboratory field from 1916 to 1927, when he sold out to Consolidate Film Industries, he later organized Exhibitors Screen Service, which he sold in 1933 to National Screen. He then went into independent production on the Coast. He organized Film Classics in 1943, sold that to United Artists, and later went into the reissue market. The widow survives, as do a daughter, Kathy, a son, George, and two sisters, Mrs. Charlotte Marcus and Mrs. Ida Mountain.

Roland West, 65, Dies

HOLLYWOOD, March 31. — Roland West, 65, pioneer producer, inactive in films during the past several years, died today. Producer, director, writer, identified with features starring Norma Talmadge and others, had a heart attack two years ago. Funeral arrangements are pending.

Again Drop Drive-in Bill

BOSTON, March 31.—House Bill No. 961 which would prohibit the construction of a drive-in theatre within 2,000 feet of a school, church of hospital was again rejected by the Massachusetts senate by a vote of 17-10 when it was brought up for reconsideration today. It was rejected by the Senate last week but a motion by State Senator William Keenan resulted in its being brought up today.

UK Reels Get Grand National 'Exclusive'

London, March 31.—British newsreels have obtained exclusive rights to film the Grand National Steeplechase, to be run next Saturday, over the protests of British Broadcasting Co., which hoped to televise the turf classic.

B.B.C. reportedly still is endeavoring to get approval of Grand National officials for a radio broadcast of the event, but has not succeeded thus far.

N. Y. 1st-run Grosses

(*Continued from page* 1)

inning of "African Queen" at the Capitol, while a good $27,000 is estimated for the third week of "The Marrying Kind" at the Victoria.

"Captive City" opened to a fair $18,000 at the Criterion for its first seven days, while the initial stanza of "Flesh and Fury" at Loew's State is expected to gross a satisfactory $18,000.

"Hong Kong" will replace "Smoke Jumpers" Friday at the Globe which will bow out with a tepid $10,000 for its second and final week. At the Rivoli, a not too lively, but still satisfactory, $8,500 is seen for the eighth stanza of "Viva Zapata."

"Anything Can Happen" will open at the Mayfair on Thursday when "Sailor Beware" will bow out with a fairly good $16,500 for its ninth inning.

Among the off-Broadway houses, "The Lavender Hill Mob" is holding up well, with a steady $5,700 forecast for its 24th week. While at the Paris, a fine $8,000 is estimated for the 30th week of "The River."

The second week of "Just This Once" at the Park Avenue is expected to bring in a satisfactory $4,200. At the Trans-Lux 52nd Street, a fine $8,600 is predicted for the initial week of "The Young and the Damned." "Murder in the Cathedral" at the Trans-Lux 60th Street is forecast to do an all right $7,200 for its first seven days.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene KELLY Donald O'CONNOR Debbie REYNOLDS

Color by TECHNICOLOR - An M-G-M Picture

plus The Glorious Easter Stage Show

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL in
Meet DANNY WILSON
PARAMOUNT

in person FRANK SINATRA
FRANK FONTAINE
JUNE HUTTON
BUDDY RICH
And His Orchestra

Midnight Feature Nightly

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HAPPY EASTER AT MUSIC HALL AND NATIONWIDE!

M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly • Donald O'Connor • Debbie Reynolds • with Jean Hagen • Millard Mitchell • and Cyd Charisse • Color by Technicolor • Story and Screen Play by Betty Comden and Adolph Green • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed

WEATHER FORECAST: GOLDEN M-G-M SHOWERS



UPT-ABC Hearing Adjourns

(*Continued from page* 1)

that, witnesses for Allen B. DuMont Laboratories will testify on the effects the merger would have on TV network competition. The case for renewal of the license of WSMB, Paramount-Richards AM station in New Orleans, will then be presented.

Blank, Wilby Coming Up

After this is concluded several UPT directors, including A. H. Blank and Robert Wilby, will be questioned on specific trade practices and their effect on specific theatres. Following this, Paramount Pictures president Barney Balaban and vice-president Paul Raibourn will be recalled to the stand. And then, says FCC counsel Frederick Ford, he may call other witnesses, "depending on how the question of the UPT directors goes."

Today's witness, UPT president Leonard Goldenson, was questioned at length by DuMont attorney Morton Galane on whether the buying power of the proposed merged company would cut out competitors in the purchase of films for television. Goldenson replied that independent television networks would be protected by FCC regulation. In addition, he declared, UPT-ABC would use "good business practices" in its dealings for film and would be always advised by "competent counsel" on the legality of its actions. He repeated the point that under the U. S. Supreme Court decision UPT bids for its pictures for theatre exhibition picture-by-picture and theatre-by-theatre.

Galane asked that the financial reports of Paramount Pictures from 1940 to 1949 be put into the record to determine if the company's "earnings were far out of proportion to its gross assets" during the period. They would give evidence, he declared, from which it could be determined whether "the personal participation on the part of Goldenson and his associates in the home office" was in the direction of "the unlawful buying out of competing theatres."

Galane Cites

As the basis for this request, Galane cited the District and Supreme Court decisions in the Crescent case. Both courts, he said, made a finding of monopolistic control based on Crescent's financial reports. The Supreme Court, Galane said, found that when Crescent acquired theatres its income increased "out of all proportion to the theatres added" to the company. "Thus," he said, "Crescent had acquired theatres under circumstances which would give them a monopoly."

FCC hearing examiner Leo Resnick said he would rule on Galane's request at a later date.

Arbitration

(*Continued from page* 1)

touches on its draft. However, Rodgers yesterday did not set a date for another meeting of his committee.

H. V. (Rotus) Harvey of San Francisco and William J. Connors of Seattle will be the WTO delegates, and L. S. Hamm of San Francisco will accompany them as counsel.

Now only the New York Metropolitan Motion Picture Theatres Association has yet to name its meeting delegates. Allied, Theatre Owners of America and the Independent Theatre Owners Association of New York announced their delegates about a week ago. MMPTA indicated yesterday that its delegates would be selected at a membership meeting here the latter part of this week.

Eric A. Johnston, Motion Picture Association of America president, acting in behalf of 10 distributors, on March 21 invited the exhibitor groups to name representatives to discuss with the distributors' sub-committee the possibility of establishing an industry system of arbitration.

Earlier, both Allied and TOA submitted their respective proposals for setting up such a system.

A. T. & T. Fails

(*Continued from page* 1)

hoped to carry the Garden tilt between Kansas University and LaSalle. However, Theatre Network Television, which holds exclusive theatre TV rights to major Garden games notified Commonwealth that A. T. & T. facilities were unavailable for the project.

Cantor in UJA Film

Eddie Cantor will make his first screen appearance in four years as star of "Front Line '52, a 10-minute campaign film produced by Paramount for the United Jewish Appeal.

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•

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38 Writers

(*Continued from page* 1)

tipped off that it contained some "very hot" material. Actually, however, most of the testimony was merely a rehash of information long since made public.

Denied Contact After '45

Miss Ettinger admitted having been a Communist Party member in New York City, where she worked for Paramount and Columbia, from about 1935 or 1936 until 1940 or 1941. She denied any contact with the Party after going to California in 1945, and also stoutly denied Committee questions as to whether any agents had tried to use her Party membership as a means of getting her to hire particular writers. Wheeler asked particularly whether agents John Weber or George Willner had ever done this.

Under Committee instruction, Miss Ettinger had prepared a list of all writers hired by Columbia from the time of her arrival in California in 1945 until her testimony last fall. She said there were over 900 names on the list. Wheeler then said he had reviewed this list, and "I have recognized 38 as having been identified as having been members of the Communist Party."

Vague on Names

The witness was vague on naming persons she had known in the Party, meeting places or other specific information. She admitted knowing as party members Lee Sabinson, Nicholas Bela, Lester Fuller and Martin Berekeley.

Asked whether there would be any discrimination by Columbia against writers who cooperated with the Committee, Miss Ettinger said there would be "absolutely none." She declared "We are desperate for good writers and that is the way we hire them."

Hughes Asks Names Of SWG Panel

HOLLYWOOD, March 31. — Howard Hughes, managing director of RKO Pictures, has asked the Screen Writers Guild for the names of those on SWG's credit panel who voted in favor of granting film writer Paul Jarrico credit for work on "The Las Vegas Story."

Hughes' bid for names was one of the five questions posed to the SWG after it had termed the Jarrico dispute a labor problem that should be arbitrated. The guild formally charged Hughes with having "breached" the minimum basic agreement signed with the studio in 1951 and said that "we have no choice but to protect his (Jarrico's) professional rights."

Jarrico, who refused to tell the House Committee on Un-American Activities whether he was a member of the Communist Party, has filed a $350,000 Superior Court suit against Hughes charging contract violation and personal damages. On March 17, RKO filed suit denying Jarrico's contribution to the "Las Vegas Story."

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MPAA Meets With Legion

(*Continued from page* 1)

Association headquarters here. Practically the entire session—which lasted all yesterday afternoon and evening and from 10:30 this morning until seven tonight—dealt with criticism of the industry by the Legion, the House Un-American Activities Committee and other sources.

Recent Legion Article

MPAA spokesmen said the meeting with the Legion officials was by far the most important part of the two-day session. The American Legion monthly magazine recently carried an article declaring that Communists are better entrenched in Hollywood now than ever and naming some 30 pictures made by persons who the writer said had Party or Communist front backgrounds. The District of Columbia department of the Legion had said it would picket every picture on the list and would ask the national Legion to order nation wide picketing.

At today's meeting, MPAA president Eric A. Johnston and the other film officials outlined to the Legion spokesmen all that Hollywood has done to combat Communist Party members, from the Waldorf Astoria declaration on. They emphasized the court suits and possible damages which the film companies have laid themselves open to.

The Legion officials, it was understood, reported that they could not commit the Legion but promised to take the matter up with the executive committee. Officials said it was likely there would be further discussions between the MPAA and the Legion.

The report of the House Un-American Activities Committee was discussed, according to MPAA officials, but "absolutely nothing was said" about making a request to the committee for a formal conference on the report. Representative Doyle, California Democrat, recently suggested that the industry seek such a meeting.

List Those Attending

Attending the two-day session, in addition to Johnston, were 20th Century-Fox president Spyros Skouras, Loew's president Nicholas M. Schenck, Paramount Pictures president Barney Balaban and studio head Y. Frank Freeman, Universal vice-president John J. O'Connor, Warner vice-president Samuel Schneider, Columbia vice-president Nate Spingold, RKO treasurer William H. Clark, Republic counsel Theodore R. Black, MPAA vice-president Joyce O'Hara, general counsel Sidney Schreiber, and information chief Kenneth Clark, and West Coast studio attorney Maurice Benjamin.

Rules Against AFM

(*Continued from page* 1)

not have any prior claim on pictures, but would have to share with the rest of the creditors."

AFM's local counsel said a decision on whether to appeal will be reached this week.

Texas Move

(*Continued from page* 1)

here that if the high court turns down the state's bid, that would be tantamount to indicating approval of a review. However, it was also pointed out, the court still would have to rule on jurisdiction purely in connection with the plaintiff's appeal.

The MPAA and others who are looking upon this case as a means of eliciting from the Supreme Court a ruling on the constitutionality of motion picture censorship had hoped that the state would not intervene. On March 13, Judge H. N. Graves of the Texas Court of Criminal Appeals in Austin surprised the industry by signing appeal papers authorizing Gelling to appeal his conviction for showing the 20th Century-Fox production in violation of a Marshall censorship ruling.

Hollywood History Featured on TV

HOLLYWOOD, March 31.—The first reel of "Yesterday's Newsreel," a Paramount television production compiled from film clips of the past 50 years, will feature the history of Hollywood.

Making its debut Wednesday over Paramount's KTLA, the Hollywood history will include shots of Henry Ford assisting Thomas Edison with a demonstration of the first motion picture camera, and personalities such as Douglas Fairbanks, Sr., Mary Pickford, D. W. Griffith, Charles Chaplin, and others.

Pabst Named

(*Continued from page* 1)

closed that Pabst had led his branch to first place in the national UA sales drive recently completed.

The local meeting also included the personnel of the Atlanta and Charlotte offices. Attending from Atlanta were Byron Adams, branch manager and salesmen, Jordan, Forst, Robuck, Craddock and C. D. Touchon, office manager. Charlotte was represented by branch manager H. Keeter and salesmen Booley and Hunsuc, along with office manager J. Heximer.

Heineman and Youngstein, accompanied by Milton E. Cohen, Western-Southern division manager left here today for St. Louis where the next meeting will take place on Thursday.

Urges Italian Films For Major Bookings

"We now feel that in the United States market certain Italian pictures must be treated the same as our own product and play the major circuits instead of art theatres," it was disclosed here yesterday by a spokesman for Loew's International president Arthur Loew, who has been in Rome from New York atending a company sales meeting.

Hennessy Back to 'Frisco

SAN FRANCISCO, March 31.—Mary Hennessy of the San Francisco agency which bears her name, will return there from Los Angeles April 7, upon completion of a publicity assignment in connection with the Downtown Paramount Theatre reverting to the direction of United Paramount Theatres.



Motion Picture Daily Feature Reviews

"Without Warning"

(Allart-United Artists)

"WITHOUT WARNING" is a striking example of how excellent craftmanship can lift a modest production into superior entertainment. This sincere, engrossing drama of the twisted manipulations of a psychopatic slayer is shy on marquee names but rich in entertainment values. Credit goes to cast, story and direction, all of which have been coordinated into a worthy film, that should prove to be a sure audience pleaser.

An epidemic of stabbings of pretty blonde women in Los Angeles puts the police department there at its wit's end. Their slow, unrelenting efforts to piece together paltry clues and track down the killer are told in sequences of almost documentary integrity. The screenplay by Bill Raynor takes the audience into the inner-workings of the killer as well as his pursuers. Thus it is as though one looks from above on an unfolding spectacle below.

Adam Williams portrays the killer whose motivations are psycho-analytically explained as an attempt to revenge himself on women because of a betrayal by his wife. Edward Binns and Harlan Warde play the detectives, and it is to the credit of the screenplay that their roles demand none of the false heroics. All three of the above mentioned, under the direction of Arnold Laven, turn in performances that rate praise. Meg Randall, as the blonde rescued from the fate of her predecessors, is pleasing to the eye and acts competently.

The finale, in which the gentle-looking psychopath is finally brought down, comes with fitting impact. Arthur Gardner and Jules Levey produced.

Running time, 75 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

"The Narrow Margin"

(RKO Radio)

AS AN action thriller that takes place almost entirely on a Chicago-to-Los Angeles train, "The Narrow Margin" is a neat little job of film-making that is far superior to its budget. It is a well-written story, tautly directed and competently acted. The picture fully meets the demands of its category.

The story gives detective Charles McGraw the task of taking the widow of a slain gangster to the Coast to testify before a grand jury investigating bribery. Quite naturally the forces of the underworld are fearful of the impending testimony and would like to eliminate the widow. Luckily for McGraw, the widow turns out to be attractive Marie Windsor, but very early in the picture the detective assumes the unimaginative attitude that this is just another chore in the line of duty. The underworld proves its deadly earnestness in its first attempt at the widow's life in which another detective is killed. The job of guarding Miss Windsor develops dozens of obstacles, dire threats, and narrow calls for McGraw, all of which add up to good melodrama. Toward the end, the treacherous hand of the underworld does snuff out the life of Miss Windsor. In a trick finish, however, it develops that she was a detective sent along as a decoy. Another passenger, Jacqueline White, whom McGraw innocently met on the train, and gradually fell in love with, turns out to be the widow.

Richard Fleischer's direction is brisk and sharp. Stanley Rubin produced, from the screenplay by Earl Felton.

Running time, 70 minutes. General audience classification. For April release.

M. HERBSTMAN

"Encore"

(Rank-Paramount)

THE SHORT stories of William Somerset Maugham, having proved their cinematic appeal in such shining predecessors as "Trio" and "Quartet," are now the source of another screen delight. This J. Arthur Rank production consists of three episodes, each running about half an hour, all bathed in charm and freshness. Audience reaction to the previous Maugham films should afford the exhibitor the best barometer to the box-office potential of this one. It goes without saying that selective audiences will respond with high fervor.

In "The Ant and the Grasshopper" sequence, all the accepted tenets of the way to success are given a rollicking, ironic reversal. A lazy, young philanderer, who cares not a whit for all the schoolbook rules, completely rocks his studious brother to his virtuous foundation. Nigel Patrick, Roland Culver and Alison Leggatt, turn in sterling performances, under Pat Jackson's direction.

"Winter Cruise" is a study of a woman who just wouldn't stop chattering. On a sea voyage she becomes the abomination of the entire crew. They plan their vengeance on her only to have their machinations rebound unhappily. Anthony Pelissier directed with a fine satiric touch. In the cast are Kay Walsh, Noel Purcell and Ronald Squire.

"Gigolo and Gigolette" is in more somber and dramatic vein. A daring high-diver who performs her sensational act in a night club begins to doubt the love of her husband. Can it be that he loves her only because she provides the source of their income, she wonders in self-torture. She finds out dramatically. Glynis Johns and Terence Morgan were directed cleverly by Harold French.

Anthony Darnborough produced. The old master Maugham himself appears briefly before each episode with introductory remarks that add to the picture's enjoyment.

Running time, 90 minutes. General audience classification. For July release.

M. HERBSTMAN

"Strange World"

(Al O'Camp-United Artists)

INDEPENDENT producers Al O'Camp and A. O. Bayer filmed "Strange World," an unbridled melodrama about the aventures and misadventures of jungle explorers, in the wilds of Brazil, Bolivia and Peru. Its cast of total strangers to American audiences is headed by Angelica Hauff, an Austrian actress, and Alexander Carlos, a young and handsome Brazilian blonde heman. Replete with savage Indians, slithering snakes, crocodiles and tropic scenery, "Strange World" bears a striking resemblance to Hollywood's "Tarzan" pictures, except for the quite apparent fact that here we have the real thing, and not props, in terms of wildlife and foliage.

Storywise, "Strange World" is right in a class with the "Tarzan" tales. Carlos, cast as an American and with dubbed-in voice, goes to the South American jungles to try to find his father, a lost explorer, and a golden idol of the Incas which the father had been seeking. Befriended by an Indian, Ary Jartul, who paddles him up slime-coated rivers into the interior, Carlos before long comes upon a white girl living in a native village. She turns out to be a childhood friend of his who escaped the tragedy that befell the others in his father's expedition. The search for the idol brings the trio near death at the hands of a tribe of head-hunters, places them in hand-to-jaw combat with crocodiles, and provides other close calls. They come through it all in true "Tarzan" fashion, even if without the idol.

Franz Eichhorn directed from a screenplay which O'Camp, F. E. Eichhorn and Bayer fashioned from their own original story. The commendable jungle photography of Edgar Eichhorn supplies many suggestions for theatre-front art work of the sensational variety.

Running time, 85 minutes. General audience classification. Release date, March 28.

CHARLES L. FRANKE

"The Fabulous Senorita"

(Republic)

A PLEASING lightweight musical comedy starring Estelita, "The Fabulous Senorita" is an amusing trifle with occasional tedious moments. Charles E. Roberts and Jack Townley wrote the screenplay, from a story by Charles R. Marion and Townley.

Estelita and Rita Moreno are daughters of a Cuban businessman who has promised Miss Moreno's hand in marriage to the son of his banker. The girl, meanwhile, secretly marries her penniless boy friend. During the elopement, which is aided by Estelita, an American college instructor, Robert Clarke, arrives on the scene and soon becomes involved in the affair, with the result that he is accused of kidnapping Estelita. When everything clears up, the father sends his two daughters off to college, but only Estelita actually goes, her sister remaining behind with her husband. All this papa doesn't know, nor do the college authorities, who think that Estelita and her sister are twins. Now ensues the inevitable mixup of mistaken identities with Estelita trying to lead Clarke to the altar, while keeping her father from learning the truth. Ultimately, everything gets straightened out. Estelita, Clarke, Nestor Paiva, as the father, Miss Moreno, and the other players all perform their chores acceptably. Sidney Picker was associate producer and R. G. Springsteen directed.

Running time, 80 minutes. General audience classification. Release date, April 1.

Says TV No Threat To British Films

Television represents no threat to motion pictures in England, but is expected to be a spur to better production, in the opinion of Dr. Roger Manvell, director of the British Film Academy, who has arrived in New York from London to lecture and to visit in Hollywood. Dr. Manvell noted that only 112,000 television receivers are being sold per month in the U.K. and there are only 1,300,000 in operation. Also, BBC service for sets is limited, he added.

Dr. Manvell lectured at New York University yesterday, will lecture at Columbia University and be guest at a Museum of Modern Art reception Friday, talk to the Screen Directors' Guild on April 7, and do a national tour.

AAAA Elects Wendt

TOLEDO, March 31.—The American Association of Advertising Agencies has elected to membership the Wendt Advertising Agency of this city, reports H. F. Wendt, who was formerly a motion picture theatre owner. The agency handles many theatre equipment manufacturing accounts.

Fairbanks Plans TV Film Making in U.K.

LONDON, March 31.—Plans for a $2,000,000 television film production venture were described here by Douglas Fairbanks.

A pilot run of three films is scheduled to be completed here by May 15. If successful, the complete program of 39 films, designed primarily for the American television market, will be produced over a year, Fairbanks said.

Dewey Signs New State Sunday Law

ALBANY, N. Y., March 31.—Governor Dewey has approved a bill modernizing New York's archaic Sunday blue laws. One of the aspects of the bill enables local option to legalize Sunday motion pictures. The measure was sponsored by a special joint legislative committee.

Reeves in New Post

Charles D. Reeves has been appointed head of the Chicago office of CBS television film sales, by Fred J. Mahlstedt, director of operations for the TV unit.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 64 NEW YORK, U.S.A., WEDNESDAY, APRIL 2, 1952 TEN CENTS

Audit of U.A. 1951 Profit Ready Today

Management Acquisition Of 50% of Stock Follows

The final audit of United Artists' operations for 1951 was completed yesterday by Price, Waterhouse Co., and remained "only a typing job." Announcement of the audit was expected to be made today together with an explanation that formal transfer of 50 per cent of UA's stock to the new management by virtue of a profit-showing would follow as soon as the banks holding the certificates could effect the necessary endorsements, probably in a day.

The 50 per cent stock interest, which has been held in escrow, will be apportioned among six management executives: Arthur Krim, president; Robert Benjamin and Matthew Fox, partners; Max E. Youngstein, William J. Heineman and Arnold Picker, vice-presidents.

Undertaken for Mary Pickford and

(*Continued on page* 5)

Yates Is Reelected Republic President

Herbert J. Yates, president, and other officers of Republic Pictures yesterday were reelected by the board of directors at a meeting which followed the annual stockholders' meeting at the home office.

Four directors were reelected to the board by the stockholders, whose meeting was described as one of the largest in the history of the company. James R. Grainger, executive vice-president, presided at the stockhold-

(*Continued on page* 5)

Japan Will Import 104 In 6 Months

WASHINGTON, April 1.—Details of the new Japanese film import quota control were revealed today by Commerce Department film chief Nathan D. Golden.

He said that for the first six months of the fiscal year beginning today, foreign feature film imports have been fixed at 104 features. During the previous 12 months, the quota was 215 features.

The breakdown of the 104 features

(*Continued on page* 5)

MPA Heads to Visit Arbitration Parley

Eric A. Johnston, Motion Picture Association of America president, and a number of the presidents of MPAA member companies will sit in on the initial industry arbitration conference here on April 22 as observers, it was indicated yesterday. The annual MPAA membership meeting will be held in New York on the same day.

It was reported yesterday that invitations setting April 22 as the conference date were written and would be mailed out today after Johnston gives them his final approval.

Film Stars Sign For Video Shows

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings have completed arrangements with Official Films to make half-hour television films, William R. Goodheart, Jr., president of the TV production firm, disclosed here yesterday.

Boyer, Russell, Powell and McCrea will appear in Official's "Four Star Playhouse," produced by Don Sharpe, it was stated. Cummings will appear in his own show, "The Robert Cummings Show," also produced by Sharpe.

Boyer has already completed the first picture in Official's "Four Star Playhouse." Goodheart stated that Russell, Powell, and McCrea will be rotated with Boyer, one each week.

Drive-in Building Boom Anticipated

MINNEAPOLIS, April 1. — Drive-in authorities in Minnesota, Wisconsin and the Dakotas report that if there is no further tightening of government controls over required materials, construction of drive-ins in these states and in Northern Iowa will commence on a huge scale this spring.

Concession sales profits are given as the main reason for the anticipated upsurge in small town drive-ins, according to one supply dealer specializing in construction and equipping the outdoor theatres. The drive-in operator is said to have learned that concession sales average about 50 per cent of the ticket sales, with no 20 per cent outlay for Federal taxes.

Another pointed out that the North-

(*Continued on page* 5)

A.L. Mayer to Europe May 4

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, is scheduled to wind up his activities in that office by the end of this month and will leave for Rome by plane on May 4.

Mayer already has delayed his scheduled European trip two or three times in order to aid in the administration of COMPO pending the designation of a new president of the organization. His resignation from the post which he has occupied for nearly two years was tendered to the COMPO board of directors meeting here Feb. 20.

The COMPO nominating committee reportedly is still receiving suggestions for prospective choices for the presidency and after clearing them with COMPO member organizations may come up with a new administrative head. Until this has been done, an informal proposal that COMPO be administered by a small

(*Continued on page* 5)

Colosseum Pressing New Expense Issue

MINNEAPOLIS, April 1.—The issue of expense payments to film salesmen has arisen again to bring the Colosseum of Motion Picture Salesmen of America into conflict with a number of the distributors covered by its contracts.

Expense payments for "fractional" days worked are at the root of the problem, according to a Colosseum spokesman here. The question is whether salesmen should be paid for breakfast on days when they start on trips after the morning meal. It was estimated that the average "fractional" pay deduction for breakfast is about $75 per year per man.

Joseph Heppner, 43, Veteran Cameraman

Joseph Heppner, 43, motion picture publicity photographer and head of Metropolitan Photo Service of this city, died from a heart attack in his home at Scarsdale yesterday morning.

Engaged in the photographic field since he was 14, he was a former vice-president of the New York Press Photographers Association and chairman of its entertainment committee for 15 years. He joined the photographic staff of the New York *Evening Journal* at 14 as an assistant in its "dark-room" and later became a cameraman. In 1927 he joined Metro-

(*Continued on page* 5)

Weigh Policy On Problem of 'Red' Charges

Companies' Views May Be Set in Few Weeks

WASHINGTON, April 1.—No further developments between the Motion Picture Association of America and the American Legion are likely for "some little time," an MPAA official declared today.

He said that when yesterday's meeting broke up, there was nothing to indicate when there would be any future conversations. There probably will be further meetings, he added, but they are probably "quite a few weeks off."

For the next few weeks, according to this official, individual companies will be considering their views and policies on the problem, and "nothing is likely on the industry-wide level until that's done."

This official refused to say that any meeting between the MPAA and

(*Continued on page* 5)

$1,800,000 Trust Suit Filed in N.Y.

Eight distributors were named defendants in a $1,800,000 treble-damage anti-trust suit filed in U. S. District Court here yesterday by Max L., Julius and Louis A. Charnow in behalf of Leonia Amusement Co., which was dissolved in 1938.

The complaint asserts that the Leonia Theatre in the New Jersey town of the same name was discriminated against on clearances.

Allied Spring Board Meeting, May 3-4

Washington, April 1—Allied States Association's spring board meeting will be held May 3 and 4 in the Broadmoor Hotel in Colorado Springs, Colo., general counsel Abram F. Myers announced. He said top Allied officials would probably stay over for the annual convention of Allied Rocky Mountain Independent Theatres, which will take place May 6 and 7 at the Antlers Hotel in Colorado Springs.

European Producers Eye 'Late' Showing At Loew's Theatres

The grossing performance of the Italian-made film, "Tomorrow Is Too Late," which has been booked in Loew's State here and the Loew's circuit, will be watched carefully by European film producers, Leonide Moguy, producer of the film, said on his arrival yesterday from Rome.

Moguy, who arrived here with Giuseppe Amato, director of the picture, expressed satisfaction that his picture has been given equal treatment with American-produced films.

The Italian producer also disclosed that he has just completed "100 Little Mothers" for Columbia Pictures and that he has signed a contract to make another film, titled "Too Young" for Columbia.

Next week, he said, prints of three of his films will arrive here for trade screenings. They are "Umberto D," director Vittorio DeSica's newest picture, "Goodmorning Elephant," which stars DeSica and which was supervised by him; and "The World of Don Camillo."

Picker to Preside At U. A. Meeting

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, will conduct a three-day sales conference in London, starting Friday, at which he will outline the company's current and future operations. Nine U. A. pictures will be screened, followed by discussions of the campaigns that will launch the films in all key cities in Great Britain.

Monty Morton, general sales manager, will be co-chairman at the conference, the company reported here yesterday.

Legion Hails Hughes Stand on Jarrico

HOLLYWOOD, April 1. — Howard Hughes's open stand on Communism, and his action in the Jarrico case, was praised in a resolution passed by 300 delegates of 145 Legion posts in caucus at Santa Barbara, Cal., yesterday.

Six Foreign Films Acquired by Davis

Arthur Davis, president of Arthur Davis Associates, has purchased American distribution rights to six new French and Italian pictures. Each is currently being prepared with English subtitles, and all will be released nationally in 1952.

Blood Donor Rally

New York's Mayor Impellitteri has designated City Commerce Commissioner Walter Shirley to represent him at a blood donor rally to be held in Times Square at noon tomorrow under the slogan "Give Blood to Our Armed Forces with a Song in Your Heart." The rally will be jointly sponsored by the Armed Forces, the Red Cross and U.S.O. Camp Shows.

Personal Mention

BARNEY BALABAN, Paramount president, returned here yesterday from Florida and Washington.

•

COL. GEOFFREY BORET, general circuit manager of Globe Theatres, Ltd. of India, with headquarters in Bombay, who has been in New York for the past two weeks, will sail for England Saturday.

•

DANNY PUJATTI and MRS. PUJATTI, the former WANDA GERMANIS of the 20th Century-Fox home office advertising department, have become the parents of a girl, named VALERIE.

•

CECIL B. DEMILLE and FRANK SCULLY, author and columnist, have accepted appointments to the national campaign committee of the Muscular Dystrophy Appeal.

•

AL LICHTMAN, 20th Century-Fox director of distribution, will speak at the Georgia Theatre Owners convention in Atlanta April 13-15.

RICHARD F. WALSH, IATSE international president, is in Hollywood from New York.

•

MAX E. YOUNGSTEIN, United Artists vice-president, is due back in New York today from New Orleans.

•

MRS. J. EARL LAWSON, widow of the former president of Odeon Theatres of Canada, Ltd., Toronto, was married to V. A. MASON, a British banker.

•

MRS. SAM LEVITT, daughter of JOEL LEVY, Loew's out-of-town booker, on Sunday gave birth to a son, RICHARD, at Lenox Hill Hospital here.

•

LOUIS B. MAYER left New York for Florida yesterday and is scheduled to return here next week.

•

B. G. KRANZE, United Artists assistant general sales manager, is in Philadelphia today from New York.

KXOB to Corwin Group

LOS ANGELES, April 1.—Sherrill C. Corwin, Los Angeles exhibitor, and associates, have purchased radio station KXOB, a mutual affiliate in Stockton, Cal.

Brill Gets 'Tobruk Rats'

David Brill has obtained the United States and Canadian distribution rights to "The Fighting Rats of Tobruk," a Renown production made in England.

The HERALD INSTITUTE of Industry Opinion

TELEVISION . . .

is the subject of the April Report of the HERALD INSTITUTE of Industry Opinion

in this week's issue of

MOTION PICTURE HERALD

Newsreel Parade

PRESIDENT TRUMAN'S withdrawal from the Presidential race and Gen. Eisenhower's report on NATO are current newsreel highlights. Other items include the cancer fund appeal and sports. Complete contents follow:

MOVIETONE NEWS, No. 28—Eisenhower reports on NATO. Truman announces he will not run. Labor officials at union exhibit in Sacramento. Greek independents parade in New York. Olympic divers in practice.

NEWS OF THE DAY, No. 262—Truman makes historic announcement. Mrs. Roosevelt home. Irish defense. Eisenhower and NATO. Sport flashes: Horse racing. Aqua starlets. Cancer appeal.

PARAMOUNT NEWS, No. 65—Truman withdraws from Presidential race. Eisenhower's report on NATO. British horse race. Oxford vs. Cambridge in boat race. Cancer appeal.

TELENEWS DIGEST, No. 14A—Truman says he's out of the race. Students in Italy riot over Trieste. Olympic riding preview.

UNIVERSAL NEWS, No. 548—Truman bows out. Eisenhower reports. Swedish King in Denmark. Greek independence day. Badminton in England. Basketball.

WARNER PATHE NEWS, No. 67—Truman's announcement that he is out of the Presidential race. Eisenhower's report. Swimming championship. Oxford and Cambridge.

'Color Rhapsodie' At N.Y. Music Hall

"Color Rhapsodie," first of a series of color short abstract film compositions produced by Mary Ellen Bute, is now being shown as part of Radio City Music Hall's new Easter program and according to the management, the audience response is very favorable.

The novel six-minute subject interprets visually Liszt's "Hungarian Rhapsody No. 2" in a series of color abstractions. A. Ted Nemeth Studio is distributing the film.

George Cave, V-P of Technicolor, Dies

HOLLYWOOD, April 1. — Funeral Services will be held at Forest Lawn Cemetery tomorrow for George A. Cave, 53, vice-president and Hollywood sales manager of Technicolor, Inc., who died Sunday from a heart attack. Cave joined Technicolor in 1921 as manager of the Boston plant. He is survived by the widow, a daughter, Diane, and a brother, Thomas, all of Glendale.

Golden Will Tour Film Centers Abroad

WASHINGTON, April 1.—Nathan D. Golden, head of the Commerce Department's film section, will deliver the opening address on April 26 at the International Photo-Cine Exhibition and Trade Fair at Cologne, Germany. The fair will run until May 4.

Golden will leave here on April 16. Following the speech at Cologne, he will attend the Film Festival at Cannes, France, and then visit other film centers in England and Europe. He will return to the U. S. late in June.

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Announcing

THE SALES PLAN FOR M-G-M's

QUO VADIS



Supplementing the Recent Announcement of the Sales Plan for M-G-M's Famed Screen Triumph

QUO VADIS

THE GREATEST MOTION PICTURE OF ALL TIME

MORE FIGURES THAT PROVE "QUO VADIS" IS THE BOX-OFFICE GIANT OF ALL TIME!

"Q.V." grosses, first week, in all of the new engagements compared to "GWTW" in the same cities and the same theatres. All of the grosses below are exclusive of admission tax.

	"QUO VADIS"	"GWTW"
BOSTON (2 Theatres)	$80,449	$63,322
INDIANAPOLIS	$30,023	$33,165
KANSAS CITY	$36,085	$37,646
NEW ORLEANS	$37,113	$35,279
NORFOLK	$30,098	$25,004
WASHINGTON	$52,303	$34,752
BUFFALO	$47,063	$40,196

Announcing the next step in the merchandising of M-G-M's box-office giant!

QUO VADIS

Concerning arrangements for the exhibition of Q. V. in cities of approximately 25,000 to 100,000.

A Message About "QUO VADIS"

FOR THEATRES IN TOWNS UNDER 25,000 POPULATION

"QUO VADIS" HAS NOW ESTABLISHED ITSELF AS THE GREATEST GROSSING PICTURE (NEXT TO "GONE WITH THE WIND") SINCE THE INCEPTION OF OUR INDUSTRY.

Arrangements have been completed, or shortly will be, for the exhibition of "QUO VADIS" on first run in the cities across the country having a population of over 25,000.

In fulfillment of our promise expressed in our first advertisement that every community in the country would have the opportunity of exhibiting "QUO VADIS", we are now ready to offer this great production for exhibition to our customers in towns having a population of less than 25,000.

ANY EXHIBITOR HAVING A SUITABLE THEATRE IN ANY COMMUNITY OF THIS SIZE, WHO IS INTERESTED IN EXHIBITING THIS PICTURE, SHOULD NOTIFY OUR NEAREST EXCHANGE OF THAT INTEREST WITHIN 14 DAYS AFTER THE PUBLICATION DATE OF THIS ANNOUNCEMENT AND HIS REQUEST WILL RECEIVE DUE CONSIDERATION.

Our experience with "GONE WITH THE WIND" leads us to proceed carefully with the matter of the second run exhibition of this great picture. To that end, we have chosen a few appropriate cities in which to experiment on such runs. At a later time our exchange offices will advise exhibitors when we are ready to proceed with second and following run exhibitions in the various cities located in the respective exchange areas.

The outstanding success which "QUO VADIS" has achieved to date could not have come about without the splendid cooperation of exhibitors throughout the country. We should like to take this opportunity of expressing our appreciation.

LOEWS INC.

"There's no business like QUO business!"



Motion Picture Daily Feature Reviews

"The Man in the White Suit"

(*Rank-Universal-International*)

BRITISH film-makers are again demonstrating their uncanny gift for satire. "The Man in the White Suit" is one of the most mischievously delightful bits of comedy to arrive on these shores in a long, long time. The picture presents Alec Guinness as a scientific genius who is a bona fide member of the lunatic fringe. Applying himself persistently to weird experiments with belching test tubes he comes up with a super fabric that will not wear out and is resistant to dirt and stains. As a result he finds himself the center of an explosive tug of war, with labor pulling one way and industry the other. And over all hangs a farcical fear that the national economy's "delicate balance" will be disturbed.

What infuses the picture with such unabashed joy are the sly and trenchant currents that run beneath its surface of stuffy conventionality and pomposity. Discriminating theatres hungry for superior product have it in this J. Arthur Rank picture.

Guinness gives his usual stunning performance as the chemist who is first buffeted about as a fool and then flirted with as a danger to be handled with clever finesse. His deadpan manner heightens the hilarity. Director Alexander Mackendrick has distilled the finest in performances from the supporting cast. Joan Greenwood plays the mill owner's daughter who goes along with Guinness against the vested interests on both sides. Cecil Parker as her father and Ernest Thesiger as a senile tycoon contribute affecting characterizations.

An Ealing Studios production, it was made by Michael Balcon, from the screenplay by Roger MacDougall, John Dighton and Mackendrick.

Running time, 85 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

"The Battle At Apache Pass"

(*Universal-International*)

JEFF CHANDLER, again aptly cast as an American Indian of noble bent, and John Lund, wearing the blue uniform of a commander of a U. S. fortress in the old Southwest, join forces in "The Battle At Apache Pass" against the mutual villainy of corrupt white men and the infamous Geronimo. What emerges is an engrossing, albeit familiar, blood-and-thunder outdoor saga that is climaxed by a spectacular duel between united Indian nations and the U. S. Cavalry, with the latter's introduction of cannon-fire settling once and for all the question of who is master. Color by Technicolor, a further asset, does right by the red-clay cliffs, clear blue skies and wispy verdancy of the wide Southwestern vistas.

Produced by Leonard Goldstein and directed by George Sherman, from a screenplay which Gerald Drayson Adams created from his own story, "The Battle at Apache Pass" includes such players as Beverly Tyler (Lund's heart interest), Susan Cabot (Chandler's squaw), Bruce Cowling (a predatory government agent), Jack Elam (a drink-sodden exploiter of the Indians) and Regis Toomey (an army surgeon). The essence of the story is that Lund and Chandler, who seek constantly to keep the whites and Indians on friendly terms, are thwarted by Jay Silverheels as Geronimo and Cowling, Elam and company. Only after a high cost in lives of both Indians and cavalrymen is the sanity of the Lund-Chandler approach recognized.

At a sneak-preview recently before a New York theatre audience, Goldstein's production appeared to register quite satisfactorily.

Running time, 85 minutes. General audience classification. For April release.

CHARLES L. FRANKE

"Les Miserables"

(*Lux Films*)

VICTOR HUGO's famous novel of hunter and hunted seems never to lose standing among makers of motion pictures. This latest of several screen versions was produced in Italy by Lux for its own distribution, and has been dubbed in English for the American market. It emerges as a very good job, and should find a ready audience in "art" houses and, with proper promotional attention, possibly in the bulk of regular theatres.

Directed by Riccardo Frede and starring Gino Cervi as the ex-convict and Valentina Cortesa as Cosette, the motherless waif whom he adopts, and with John Hinrich as the cruel police official who is merciless in his devotion to the letter of the law, "Les Miserables" sticks as closely to the original story as possible within the limits of time permitted for the average feature film.

As it is, the picture runs a couple of hours, having been sharply edited from the original. The result is sometimes a certain choppiness in the transposition from one sequence to another. As far as the dubbing is concerned, it is a generally satisfactory job.

Tremendous effort has been put into the picture in terms of crowd seenes, battles between the French revolutionaries, the Army, and others. The action here is good and exciting and shows emphasis on detail. The camera work is imaginative and hits a high calibre.

The story is easy to follow: Valjean's imprisonment for stealing a loaf of bread; his escape; growing into a prosperous and loved citizen after his meeting with the priest when he is released; the persecution by Javert; the death of the girl Fantine (also played by Miss Cortesa) and his adoption of her daughter Cosette.

Cervi does an excellent job as Valjean, and like Hinrieh, underplays admirably. Miss Cortesa is fine, too, in her dual role. The screenplay was written by Freda, Mario Monicelli, Stefano Vanzina and Nino Novarese.

Running time, 122 minutes. General audience classification. March release.

"Faithful City"

(*Moledeth-RKO Radio*)

THE distinction of being the first Israeli-made English dialogue feature rests with "Faithful City." It shows an excellent command of photographic techniques and a modest hold on dramatic values. Given proper handling it should do well among speeialized audiences.

The picture, a M. Yona Friedman presentation, is a sort of documentary-flavored drama about a busload of refugee youngsters who arrive in a Palestine settlement shortly before the creation of an independent state by the UN. The task of handling the children with their multitudinous fears and problems falls largely on the shoulders of a young American counsellor, Jamie Smith, and the settlement supervisor, John Slater, formerly an inmate of the Nazi concentration camps.

As the story runs its course there evolves the ticklish, elaborate chore of rehabilitating the youngsters. Quite naturally, some of the children offer more challenging problems than others. As an added thorn in the side of the settlement authorities there is the persistent hostility of the Arabs whieh finally breaks out into open warfare. As a consequence new difficulties arise for the young community such as a dangerously dwindling water supply.

After the ordeal of fire the youngsters go through in their new home the promise of a better life shines out for them.

Obviously the job of direction was an obstacle-ridden one for Josef Leytes, but his efforts were crowned with considerable success. Leytes also produced this Moledeth production. Running time, 86 minutes. General audience classification. Release date, April 7.

M. HERBSTMAN

"Target"

(*RKO Radio*)

A SLIGHT but interesting departure from the Western formula is marked in "Target," for in the story the badge of the marshall is worn not by a husky man, but rather by an attractive lady, Linda Douglas. The film otherwise is in the standard groove, which means there is the usual villainy, hard riding and plenty of gun smoke.

Tim Holt heads the cast as the man on the side of law and order, with Richard Martin as his comic sidekick. No sooner does Holt arrive in Pecos, Texas, than he finds the town in the hands of corrupt schemers. Not only do they subvert justice but they also trick local ranchers out of their property holdings to profit on a forthcoming railroad.

In the course of the Norman Houston screenplay there are several murders, with innocent men frequently getting caught in the toils of the law. By the end Holt straightens everything out and puts the finishing touches on Walter Reed, the No. 1 villain. Herman Schlom produced and Stuart Gilmore directed.

Running time, 60 minutes. General audienee classification. For April release.

M. HERBSTMAN

"Murder in the Cathedral"

(*Classic Pictures*)

THIS story of Thomas Beckett, Archbishop of Canterbury and his murder in the great cathedral, of his final victory over temptation and personal vanity, is an experimental film, based on a T. S. Eliot play. It is art theatre fare.

Because Eliot is more of a poet than he is a playwright and he prefers to deal in sound and meaning, the pieture is necessarily static even though it occasionally reaches heights of photographic excellence. Thoughts and emotions of the people of Canterbury are often expressed in choruses, with the camera focusing at length on faces and the plain exactness of right-angle structures.

This is a deeply religious play about a great man of the Church. If properly handled, it should hold considerable attraction for those who like Eliot enough to sit through the frequent dull spots. The over-long film becomes suddenly exciting, and moving and poignant at the climax, which lends itself to a contemporary parallel.

T. S. Eliot did the screenplay and George Hoellering produced and directed this oddly moving testament to the great Beeket. The Archbishop is played and spoken magnificently by Father John Groser. The rest of the large cast measures up to the considerable demands on it. Laszlo Lajtha wrote the unusual musical score.

Running time, 140 minutes. General audience classification. March release.

Ambassadors See 'Royal Journey'

WASHINGTON, April 1.—Ambassadors from Great Britain, Canada, India, Australia, New Zealand and Ceylon, along with their families and staffs, turned out at the DuPont Theatre here last night for a private preview of "Royal Journey," Canadian-made film on the reeent U.S.-Canadian tour of Queen Elizabeth and the Duke of Edinburgh. The film, produced by the national Film Board of Canada in Eastman's new color process, began its regular run at the DuPont today.

Wright to Make 2 Talks on Industry

WASHINGTON, April 1.—Robert L. Wright, former top government trust prosecutor in the film field, will discuss the industry's anti-trust history at two educational institutions.

On Saturday, he will lecture a Georgetown Universitv law class on the subjeet. On May 5, he will take part in a University of Chicago symposium where his topic will be, "Composition of the Film Industry — the Sherman Act, Past; the Communications Act, Future."

'Red' Charges

(*Continued from page* 1)

spokesmen for the House Un-American Activities Committee was equally remote. However, he emphasized, "Nothing is in the works on any such meeting now."

Legion Says No New Film Meets Planned

No further meetings with industry officials are planned by the American Legion to discuss the organization's criticism of employment of suspected Communists in Hollywood "unless we are approached for such a meeting again," James F. O'Neill, public relations director for the Legion, said on his return here yesterday from Monday's Washington meeting with the Motion Picture Association of America board.

O'Neill said he had nothing to add to the MPAA statement which described the Washington meeting as an exchange of views and a discussion of the industry's policy of non-employment of known Communists and the problems it has encountered in connection therewith.

Donald R. Wilson, national commander of the Legion, went to Cleveland from Washington and will be away from New York until April 22, fulfilling speaking and meeting engagements. Efforts to reach him yesterday for comment on the Washington conference were unsuccessful.

Also discussed at the Washington meeting was the recent report of the House Un-American Activities Committee which criticized the industry for alleged laxity in ending the employment of Communists in Hollywood. There was, however, no indication that the industry will seek a meeting with the committee, as suggested recently by Rep. Clyde Doyle, one of its members.

Complete UA Audit

(*Continued from page* 1)

Charles Chaplin, UA co-owners, the audit was expected to show a profit for the last year of more than $500,000. The new management took over in March, 1951, at a time when the company was devoid of product to distribute.

The agreement with Miss Pickford and Chaplin gives the Krim-Benjamin-Fox group management control of UA for another nine years, as a further regard for the profitable results of 1951 operations.

Oregon Exhibitors Fight City Levy

EUGENE, Ore., April 1.—An ordinance enacted by the City Council imposing a tax of three per cent on admissions charged by theatres of this city for the past two years, has been attacked as unconstitutional by the theatres, in arguments before the Supreme Court.

Revenue raised by the tax, it was argued, is grossly in excess of any reasonable cost of regulation. Attorneys representing the theatres told the court that the ordinance is not a regulatory measure but a revenue measure and as such is entirely beyond the power of the City Council under its present charter. Validity of the ordinance was upheld by Judge G. F. Skipworth of Lane County Circuit Court and the theatres have now appealed to the Supreme Court.

Holds Obsolescence, Not TV Closed Chi. Theatres

Obsolescence or "improper management" closed more theatres in Chicago in the past four years than did television, Sindlinger & Co., business analysts of Ridley Park, Pa., states in a current report based on its own survey of the Chicago theatre market last year.

The report estimates that 260 theatres are operating in Chicago this year compared with 410 in 1948, the pre-television year. Average weekly gross this year will be $2,440, compared with $2,349 for the larger number of theatres open in 1948.

"It is obvious," the Sindlinger report states, "that with 25 per cent of the (Chicago) theatres averaging about $700 per week (in 1948), there was little left to provide service, surroundings and product to even meet the competition of other theatres, let alone the convenience of TV.

"Actually, 103 Chicago theatres were really 'out of business' in 1948, before TV. TV was only the straw that broke their backs. Our analysis of the Chicago closed theatres is that most of them either wore out, decayed, were improperly managed, were located in changing neighborhoods, or economically had no right to operate for many years.

"Actually," the report concludes, "the closing of 33.3 per cent of Chicago's theatres was good for the public, as well as for the industry."

The report estimates that the 410 Chicago theatres operating in 1948 grossed $50,090,000, and that the 260 estimated to be operating this year will gross $33,000,000. The average weekly gross per theatre this year, therefore, will be an estimated 3.8 per cent higher than in 1948.

Sindlinger was retained by Paramount Pictures last year to make a study of the operation of the Phonevision test in Chicago.

Joseph Heppner

(*Continued from page* 1)

politan and subsequently acquired control.

His association with Metropolitan was interrupted only twice. He served on a special assignment with the Hal Horne Organization in connection with Walt Disney's "Fantasia" and other films. In World War II, he spent three years in the Air Force Training Aids Division.

He is survived by his widow, Jane; two children, Mary Jane, 3, and Peter, 1; a brother, Kaskel; a sister, Beatrice, and also a niece, Joanne Heppner.

The body will repose at the Campbell Funeral Church, Madison Avenue and 81st Street, until 2:00 P.M. today.

Legion Places One In Class C, 6 in B

The Legion of Decency has placed "The Thrill That Kills," Distinguished Films, Inc., in Class C (condemned) and six films in Class B. The latter are:

"Carrie," Paramount; "Deadline—U.S.A." and "Down Among the Sheltering Palms," 20th Century-Fox; "Macao," RKO Radio; "Saturday Island," United Artists, and "Singin' in the Rain," M-G-M.

File High Court Brief on 'Miracle'

WASHINGTON, April 1.—"We cannot gauge the damage caused by the censorship of motion pictures, but we may be certain that the great promise of the medium will not be fulfilled until it is free of the restraints of state licensing statutes," the Supreme Court was told today.

The statement came from Joseph Burstyn, Inc., in appealing court decisions upholding the New York State Regents' ban on showings of "The Miracle." The company filed today the brief on which it will be base its oral argument to the court when the case comes up for hearing some time during the week of April 21.

The brief, prepared by Ephraim S. London, attacked the New York State censorship law on four grounds: alleging it imposes an unconstitutional restraint on freedom of expression; that it is so vague it amounts to deprivation of rights and property without due process of law; that it violates the constitutional guaranty of separate church and state; and that it violates the constitutional guaranty of freedom of religion.

The brief denied that uncensored films present any special problems, pointing out that only six states and some 50 cities have censorship statutes. Moreover, even in these places, unlicensed films still can be seen over TV, it pointed out. "No factual basis has ever been presented," the justices were told, "for the statement that unpurged films create a clear and present or probable danger to the public welfare."

The basis for the 1916 Mutual Film case decision upholding state censorship was that films were not a communication medium but rather "mere spectacles intended primarily for entertainment," Burstyn declared. It was said the courts in recent years have repeatedly taken stands in the other direction, and "the Mutual Film case should be relegated to the history shelf."

Drive-in Building

(*Continued from page* 1)

ern half of the area involved is "practically blank" when it comes to small town drive-ins, and he predicted the outdoor stands would soon "dot the horizon wherever the traffic will bear the operation."

It was also pointed out that the government is lessening controls on scarce materials needed for drive-ins.

WB Making Arctic Air Force Film

HOLLYWOOD, April 1.—The filming of an Air Force polar-cap story, "The Top of the World," will start shortly, it was revealed here today by Jack L. Warner. Director Felix Feist has been close to the North Pole for two weeks with an advance shooting crew, and stars Frank Lovejoy and Steve Cochran are standing by. To be produced by Robert Sisk, the film will be made in cooperation with the Department of Defense.

Reelect Yates

(*Continued from page* 1)

ers meeting, at which 1,359,039 shares out of 1,817,860 outstanding were represented either in person or by proxy.

Other officers reelected by the board include Grainger, Walter L. Titus, Jr., John J. O'Connell and Arthur J. Miller, all vice-presidents; John Petrauskas, Jr., treasurer; Joseph E. McMahon, secretary; Richard S. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Ira M. Johnson, assistant secretaries, and H. J. Glick and Gordon T. Kay, assistant secretary-treasurers.

Reelected by the stockholders to a three-year term on the board were Petrauskas; William Martin Saal, executive assistant to Yates; Douglas T. Yates, vice-president of Republic International, and Edwin Van Pelt.

Completing the board are: Herbert J. Yates, board chairman; Richard W. Altschuler, Grainger, Albert W. Lind, Miller, Harry C. Mills, O'Connell, Frederick R. Ryan, Leon A. Swirbul and Titus.

Japan Will Import

(*Continued from page* 1)

to be imported during the coming six months gives the U. S. 78, United Kingdom 7, France 6, Italy 2, and one each from Western Germany, Sweden, Mexico, Australia, Denmark, Austria, China, Argentina and South Africa, with two features held in reserve for contingencies. Golden said the new quota is equal to one-half the number of Japanese features released during the calendar year 1951, but emphasized that "there is no commitment that the same criterion will be continued for the second half of fiscal 1952-53."

No definite quotas for short subjects and newsreels have been set, Golden said, adding that it is expected such quotas will be at least as great as the quotas for the past year.

U. S. film companies complain that the new procedure, providing a quota for only six months ahead, creates uncertainty, inconvenience and extra expense, the film official stated.

U. S. films are enjoying increasing popularity in Japan, according to Golden, accounting for 40 per cent to 45 per cent of total box-office receipts. He said the trade believes the percentage would be even higher if more U. S. films could be imported.

Mayer Leaving

(*Continued from page* 1)

board of governors, to be named by member organizations and to serve until the next meeting of the board, is being held in abeyance. The proposal met with initial approval but one member organization opposed it while the pending presidential possibilities remain to be considered, thus shelving the plan for the time being.

No successor to Mayer has been chosen as it was the plan of the last board meeting to leave the selection largely to the new COMPO president.

Mexican Tax Reported

MEXICO CITY, April 1.—Exhibitors here have heard that the federal government plans a 15 per cent yearly tax on theatres to provide funds to build more public hospitals. Some exhibitors say that the impost would drive them out of business.


Paramount
of Sp
Exhibitors have repeatedly stated their critical need for really big pictures during spring and early summer. Paramount's the fertile field to find them in, now and later . . . . . .
Hal Wallis' SA
George Stevens' SOMETH
Perlberg-Seaton's AARON SLICK
Leo McCarey's M
Perlberg-Seaton's ANYTH
Hal Wallis' RED
THE ATO
Nat Holt's DENVER &


s Bumper-Crop
ring Hits!
OR BEWARE
Dean Martin,
Jerry Lewis
NG TO LIVE FOR
Joan Fontaine, Ray Milland,
Teresa Wright
FROM PUNKIN CRICK
Alan Young, Dinah Shore,
Robert Merrill (Tech.)
SON JOHN
Helen Hayes, Van Heflin,
Robert Walker, Dean Jagger
NG CAN HAPPEN
José Ferrer,
Kim Hunter
MOUNTAIN
Alan Ladd, Lizabeth Scott,
Arthur Kennedy, John Ireland (Tech.)
MIC CITY
The boxoffice sleeper you'll
be hearing about everywhere!
RIO GRANDE
Edmond O'Brien, Sterling Hayden,
Dean Jagger, Laura Elliot, Lyle Bettger (Tech.)
AND
IN JULY-
GENERAL
RELEASE
Cecil B DeMille's
THE GREATEST SHOW ON EARTH
Color by TECHNICOLOR

More Musicals at Paramount, Don Hartman Says

Musicals are on the upbeat at Paramount, according to Don Hartman, supervisor of production for the studio. He backed this statement with the news that nine musical productions (at least half, if not more, to be with color in Technicolor) are now in preparation for the cameras. Hartman pointed out that these nine will be in addition to the five "top-grade" musicals (four of them in Technicolor) which have been completed and are awaiting release.

The studio production chief explained the studio's interest in musicals with the following statement:

"The box office returns in this country and overseas show that top musicals draw packed houses. People in these trying times want to be entertained, and human nature is everywhere the same. A good musical with an intelligent story appeals to everyone.

"Musicals, or pictures in which music is integrated, such as the Bing Crosby or Bob Hope films, are a vital part of Paramount's balanced production program. We plan to develop this phase still more in the coming months."

Those in Preparation

Hartman then listed the following musicals in preparation:

"Little Boy Lost," starring Bing Crosby. William Perlberg is producing and George Seaton is doing the screenplay from the Marghanita Laski best selling novel and will direct. It is planned to film most of this picture in France with a French cast.

"The New Haven Story," for which Dorothy and Herbert Fields are writing the screenplay based on an idea by Robert Emmett Dolan, who will produce.

"Girls Are Here To Stay," Bob Hope comedy-musical which Claude Binyon will direct and Paul Jones produce.

"Look, Ma, I'm Dancin'," to star Betty Hutton. Donald O'Connor may be in the cast. Preston Sturges is writing the screenplay and Burton Lane is producing.

"Road to Bali," continuing the "Road" series with Bing Crosby, Bob Hope and Dorothy Lamour, under the direction of Hal Walker. Johnny Burke and James Van Heusen are composing the score. Harry Tugend is the producer.

Hutton-Rogers Team

"Topsy and Eva," teaming Betty Hutton and Ginger Rogers in the story of the Duncan Sisters. Harry Tugend produces.

"Reach For The Stars," all-star comedy-drama with music. It will serve as an introductory starring vehicle for Anna Maria Alberghetti, 15-year-old soprano. Rosemary Clooney, Lauritz Melchior and Broadway song-and-dance man Tom Morton are in the cast. Norman Taurog will direct with Irving Asher the producer.

"Six and Seven-Eighths Park Avenue," Alan Young musical comedy being readied by producer Robert Welch.

"Sapphire Sal," in preparation by Frank Tashlin and Robert Welch, who have just completed their chores as director and producer, respectively, on "Son of Paleface," are again teamed on this musical.

Broder Productions Gets 5 New Films

HOLLYWOOD, April 1.—Five new pictures have been acquired by Jack Broder Productions, and will be distributed by Realart exchanges.

Release dates and exploitation now being arranged by Broder in New York are for "Geisha Girl," made in Japan; "Wall of Death" and "Maytime in Mayfair," both English pictures, the latter with color in Technicolor; an Italian film, "The Sky Is Red," and "Cairo Road," made in Egypt.

Dipson, Shea in Operational Tieup

BUFFALO, April 1.—Dipson's Bradford Theatre in the Pennsylvania town of the same name, and operated by New Bradford Playhouse, Inc., a branch of the Dipson circuit, has been merged with the Shea and McKean theatres, operated by Jamestown Amusement Co., a branch of the Shea circuit.

William Dipson will operate the three houses for the first half of an undisclosed period of the contract and Gerald Shea will take over during the last half.

Chi. Tax Collections On Feb. Same As '51

CHICAGO, April 1. — The March three per cent city tax collections from theatres on February receipts were virtually the same as receipts for the corresponding period of 1951, $93,900.64 this year against $94,212.57 last year. Total collections for the first quarter this year were $268,776.03, down six per cent from the $285,046.90 in the first quarter of last year.

Transform Wometco House to TV Use

MIAMI, April 1.—Work has begun on the renovation of the Capitol Theater—one of Wometco Theaters' chain of South Florida houses—which will transform the 25-year-old theatre into a complete television operation. Wometco also controls South Florida's only TV outlet, WTVJ.

When the renovation is completed in mid-summer, the theatre will be a three-story structure. First floor will accommodate executive offices, program department, sales department, etc. A 68' x 100' studio will occupy the majority of the second floor. Two hundred and fifty balcony seats will be left intact for audience participation.

Pete Smith in New Role

HOLLYWOOD, April 1. — For the first time in his 25 years of picture-making, Pete Smith will work on a feature picture. Producer Joseph Pasternak at M-G-M has induced Smith to supply the opening narration for "Because You're Mine," starring Mario Lanza and Doretta Morrow.

Ferrin Finishes 'Gunga'

HOLLYWOOD, April 1. — Producer Frank Ferrin has completed the editing and sound track of his India-made feature, "Gunga Ram."

Radio, TV Industry Short of Technicians

Washington, April 1.—Radio and television manufacturers have complained to the National Production Authority that they are seriously short of highly skilled engineers and other technicians. They said that for defense and civilian work, the electronics industry needs 1,500 more qualified engineers, as well as additional process engineers, testers, draftsmen, technical writers and quality-control workers.

Bartholdi, Keator In Reade Changes

Fred Bartholdi, city manager of Reade Theatres in Kingston, N. Y., has been transferred to a similar position in Long Branch, N. J., to fill a vacancy there. He will be succeeded in Kingston by Al Schleicher, who has been managing the Kingston in that city.

Hervey Keator, manager of the 9-W Drive-in in Kingston last summer, and manager during the winter of the Park in Morristown, N. J., will return to Kingston to manage the Broadway Theatre under Schleicher's supervision. Keator will be replaced at the Park by John Matthews, who has been with Reade in Plainfield, N. J. Don Bornkessel, who has been with the Reade Theatre in Perth Amboy, N. J., has been appointed manager of the Woodbridge Drive-in in Woodbridge.

Equipment Show at KATO Meet in May

LOUISVILLE, April 1.—The Kentucky Association of Theatre Owners' annual convention, to be held here, May 28-29 at the Brown Hotel, once again will include an exhibition of new equipment, exhibition ideas, novelties, concession equipment and other items pertaining to the operation of both indoor and outdoor theatres.

Tribute to Dizzy Dean

Dizzy Dean will receive a double tribute at the "Dinner of Champions" of the American Baseball Academy at the Waldorf-Astoria here on April 12. The pitcher, now a radio commentator, will be honored with a special award. In addition, the dinner will be followed by a special preview of his screen biography, "Pride of St. Louis."

Howard Theatre for Sale

BOSTON, April 1.—The old Howard Theatre here is up for sale, owner-manager Rufus A. (Al) Somerby reports. Somerby, who began his career with the house over 50 years ago, says he has had some offers to rent the house but that he wants "completely out." The theatre is said to be over 100 years old.

Thompson to Fairbanks

HOLLYWOOD, April 1. — Gordon Thompson has resigned his post with Wilding Pictures to head TV sales for Jerry Fairbanks Productions' Cleveland division. He will have headquarters in the branch office there.

Bordonaro Hearing Set for April 21

BUFFALO, April 1.—Hearing in a suit involving treble damages of $160,887 brought by Bordonaro Brothers Theatres, Inc., operators of the Palace Theatre, Olean, has been scheduled by Federal Judge John Knight for April 21.

The plaintiff sued Paramount Pictures and Warner Brothers Circuit Management Corp., for allegedly interfering with a supply of first-run product for the Palace from Sept. 16, 1946, to March 14, 1948. During those years the plaintiff prosecuted a case for similar damages covering an earlier period. A favorable verdict was rendered in 1948.

1,000 Prints of UJA Cantor Film

A minimum of 1,000 prints are being made of "Front Line '52," 10-minute short produced by Paramount for the United Jewish Appeal, which is currently campaigning for $151,500,000. The one-reeler, starring Eddie Cantor, deals with the economic problems facing the new state of Israel and asks for funds to assist in solving them. The short, in 16mm., will be made available to communities throughout the country.

Fitzgibbons Aids UJA

TORONTO, April 1.—J. J. Fitzgibbons, national chairman of the Canadian Council of Christians and Jews, will be the chief speaker at the dinner tomorrow in the Royal York Hotel, of the film group of the United Jewish Appeal at which the annual drive will be launched. The chairman of the film group is Lou Davidson of Barnes and Davidson, circuit operators.

Schine's Rialto Opens

ALBANY, N. Y., April 1.—Schine's Rialto, Glens Falls, N. Y., opened at the weekend with "Ma and Pa Kettle at the Fair," in what was advertised as a simultaneous showing of the picture in 50 of the circuit's theatres in five states. This is said to be the first time Schine has arranged such a blanket booking.

Michaels Gets Concession

BUFFALO, April 1.—Dewey Michaels, local exhibitor who operates the Palace and reecntly merged his Mercury Theatre with the Cinema here, has been awarded the use of the Civic Stadium for motorized sports this summer. He will present 40 night shows in the stadium.

Mexican Bank Reports

MEXICO CITY, April 1. — Loans, credits and discounts of $1,635,954 and $2,450,000 worth of its bonds circulating are shown in the latest balance sheet of the trade's own bank, the semi-official Banco Nacional Cinematografico.

Movielab Expanding

Facilities of Movielab here are being doubled, it was disclosed by Saul Jeffee, president of the film processing company. When construction is completed, the plant will occupy a block on West 54th and 55th Streets, said Jeffee, who disclosed that Rainbowlab, a subsidiary will share a major portion of the additional space.



The Daiei Motion Picture Company, of Tokyo, Japan, producers of RASHO-MON, on behalf of all who had a part in the making of it, wish to express their appreciation to the Academy of Motion Picture Arts and Sciences for honoring RASHO-MON with the Special Academy Award as the best foreign language film of the year.

We, of Japan, who have respected and admired the fine artists and the great skills of the American Motion Picture industry, are proud of this great honor.

Our thanks also to the critics and organizations which have bestowed upon our picture high praise and awards. To RKO Radio Pictures, Inc., our appreciation for making RASHO-MON available to the generous welcome of the American people—to whom the Motion Picture, as an art form, is a universal meeting ground.

M. Nagata,
President
Daiei Motion Picture Co.



Rasho Mon

introducing
MACHIKO KYO
TOSHIRO MIFUNE
MASAYUKI MORI
A DAIEI PRODUCTION
Produced by JINGO MINOURA
Directed by AKIRA KUROSAWA
Based on a novel by
RYUNOSUKE AKUTAGAWA
Screenplay by AKIRA KUROSAWA
and SHINOBU HASHIMOTO
Photographed by KAZUO MIYAGAWA
Music by TAKASHI MATSUYAMA
Distributed by RKO Radio Pictures, Inc.

BaltimoreOperators Cut from MPTO

BALTIMORE, April 1.—After 25 years, the Motion Picture Projectionists Union of Baltimore, which held bargaining rights in approximately 50 local theatres, has been disestablished by the Motion Picture Theatre Owners of Maryland, in a settlement agreement entered into under the jurisdiction of the Fifth Regional Office of the National Labor Relations Board.

This action was the result of unfair labor practice charges filed against the theatre owners association on Oct. 9, 1951, in which it was alleged that it had "interfered with and dominated the formation and administration" of the union and was continuing to do so, and that it had contributed and was continuing to contribute financial and other support to it in violation of the National Labor Relations Act. In the settlement agreement, the employer group not only agreed to disband the union, but agreed not to recognize any "successor" labor organization which might come into being.

Full Day's Session For TV in Chicago

Television will spearhead—away out front—all other subjects of the 71st semi-annual convention of the Society of Motion Picture and Television Engineers at the Drake Hotel in Chicago April 21-25, it was disclosed by Peter Mole, president of the organization.

George W. Colburn, program chairman working with a committee of six, has set television talks for the first day by Robert E. Lewis of Armour Research, Chicago; Sam H. Fowler, Chicago TV consultant; A. D. Fowler and H. N. Christopher of Bell Laboratories; Fred Barton and H. J. Schlafly, TelePrompter Corp.; A. E. Martin and R. Q. Vogel, Sylvania; M. C. Banca, RCA Victor; Victor Trad, Trad TV Corp., and John M. Sims, General Precision Laboratory.

Honor Hans Andersen

Mayor Vincent R. Impellitteri proclaimed today as "Hans Christian Andersen Day" in New York at a special ceremony yesterday at City Hall. The Samuel Goldwyn film, "Hans Christian Andersen," currently is in production. The mayors of Los Angeles, Minneapolis, Buffalo and other American cities are also honoring Andersen's memory by proclaiming today as "Andersen Day."

Swanson in TV Shorts

MEXICO CITY, April 1.—Gloria Swanson, during her brief visit here, contracted with Televoz, the film-television company headed by Miguel Aleman, Jr., the Mexican president's son, to make 13 video shorts in English here. Jose Luis Celis will direct the shorts.

TV SALES MANAGER

My experience and success in TV, Radio, and talent sales qualify me to create or help create a TV sales department for a motion picture company. I'd like to talk in confidence to any company executive now selling films for TV or anticipating such a move. Box 305, Motion Picture Daily, 1270 Sixth Ave., N. Y. 20, N. Y.

Television--Radio

Comment and Opinion

SINCE last Monday the eyes of the radio and television industry have been on Chicago where the 30th annual convention of the National Association of Radio and Television Broadcasters is enjoying a record attendance. Television, inevitably, is stealing most of the thunder, with a good deal of attention being paid to UHF broadcasting. The address by FCC chairman Paul Walker, due today, is awaited eagerly. He had hoped to announce lifting of the television freeze, but it now seems certain that he cannot make any such pronouncement. The convention certainly isn't lacking in timely topics, not the least of which are rising costs and sponsor cancellations which have been hitting all networks.

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Dave Garroway gave night-time television viewers a taste of "Today," his early morning, two-hour program over NBC-TV Monday and proved convincingly and once again that television is a great communications medium. He also proved that what passes for TV fare in the early morning does not necessarily come off at night. *Time* magazine sponsored the Monday show. The Garroway format has much to recommend it for the preoccupied morning audience. It doesn't stack up so well with a viewer who is fully concentrating on his TV screen. "Lights Out"—is still the better bet.

☆ ☆ ☆

For a man who insists that his talents as an entertainer are limited, Ed Sullivan, Broadway newspaper columnist and master-of-ceremonies of CBS-TV's popular "Toast of the Town" variety revue, has accomplished a remarkable feat on television. The show, on the air without a break since June of 1948, is a smoothly-run, brilliantly-coordinated affair that gives the audience an hour of top entertainment. And Sullivan, on and off the air, is the spark that keeps the engine turning steadily and in tune.



Ed Sullivan

Week after week, new and promising personalities in show-business make their appearance before the "Toast of the Town" cameras, keeping the program fresh and varied. Sullivan prides himself on his uncanny ability to pick real talent and the names of performers whom he has given their first break during his long career in show business comprise a long list. He isn't afraid to take chances. That's why he introduced such stars as Bob Hope, Sam Levenson and Faye Emerson to television. He was the first to take his program "on the road" and the first, too, to give the whole show over to telling the story of one personality such as Cole Porter, Oscar Hammerstein, George White, Beatrice Lillie and Robert E. Sherwood. John Wray directs and Marlo Lewis is the co-producer. With his show among the most popular on the air, television is sure to witness that Sullivan touch for a long time to come. In fact, it could use more of the same.

☆ ☆ ☆

PEOPLE: Carleton D. Smith appointed director of operations for the NBC owned and operated stations division. He starts his new duties April 14. . . . H. V. Kaltenborn to be saluted by NBC next Friday on his 30th anniversary as radio commentator. Ben Grauer will be m.c. . . . Queen Juliana's address to a joint session of Congress to be broadcast and televised tomorrow. . . . Donald A. Mackenzie appointed NBC manager of personnel in New York. . . . Leonard De Nooyer joining the CBS-TV research department as a research associate.

☆ ☆ ☆

One of the more distinguished contributions to NBC's "Inside Our Schools" radio and TV series was Saturday's "Mind Your Manners" broadcast originating from Philadelphia. The format on these shows is always the same—a panel of teen-agers answers questions sent in by listeners—but Allen Ludden discharges his moderating chores so effectively, each program seems different from the last. The show has a feeling of spontaneity and while some of the questions may be tailored for teen-agers, the answers are invariably intelligent and Ludden sees to it that a note of humor is injected into the proceedings.

☆ ☆ ☆

What's happened to the "Celebrity Time" show on CBS-TV? The change of format hasn't helped any. With Red Skelton as the competition, producer Richard Lewine better look to his laurels. The Rex Harrisons certainly were wasted on the Sunday night show.

FRED HIFT

Name 3 for Unesco Television Confab

WASHINGTON, April 1.—The State Department is sending a three-man delegation to a UNESCO television conference in Paris to be held from April 7 to 12.

The conference, designed to discuss ways of developing television as an educational, scientific and cultural medium, will include nine countries where TV has been developed as an important means of communication. It will discuss films for television, customs and taxes, censorship and other problems. U. S. representatives will be Robert B. Hudson, consultant of the Ford Foundation; Davidson Taylor, general production executive for the NBC television network, and Richard B. Hull, director of WOI-TV in Ames, Iowa.

ACLU Praises Scope Of Para. Hearings

The American Civil Liberties Union has sent a letter of congratulations to the Federal Communications Commission for the scope of its current Paramount hearings, it was disclosed here yesterday by the organization.

The Paramount-DuMont inquiry, the letter stated, should "determine the amount of parallel or competitive operations in the two companies." The letter also suggested that the United Paramount Theatres-American Broadcasting hearings study whether the proposed merger would override considerations of a previous Supreme Court decision "to the effect that a person may not be a producer and an exhibitor at the same time without violating the anti-trust laws" or whether the merger would strengthen the ABC-TV network and thus make it a better competitor.

'Anything' Premiere Proceeds to PAL

Paramount, Brandt Theatres and Jose Ferrer will donate the entire proceeds taken in at the world premiere showings of "Anything Can Happen" at the Mayfair Theatre here from midnight tonight until 8:00 A. M. tomorrow to the New York Variety Club drive for the Police Athletic League.

The opening night celebration is to be held as a tribute to Ferrer, star of the production, by some 500 Hollywood and Broadway "names." The general public will witness a series of front-of-theatre events.

Toronto Tent 'Heart Award' to Rawley

TORONTO, April 1.—Ernest M. Rawley, manager of the Royal Alexandra Theatre, here was the winner of the annual "Heart Award" of Toronto Variety Tent No. 28, the selection being made by a committee headed by Lou Davidson, Ontario exhibitor. The presentation was conducted by J. J. Fitzgibbons, first chief barker.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 24		NAVAJO All Indian cast 70 min. (5104) (Rev. 2/11/52)		WACO Wild Bill Elliott O—68 min. (524) (Rev. 2/27/52)					(Benagess Prods.) THE GREEN GLOVE Glenn Ford Geraldine Brooks D—88 min. (Rev. 1/31/52)		RETREAT, HELL! Richard Carlson Frank Lovejoy D—95 min. (115) (Rev. 2/11/52)
Mar. 2	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD—104 min. (Rev. 3/10/52)		JUST THIS ONCE Janet Leigh Peter Lawford C—90 min. (Rev. 1/17/52)			THE LAST MUSKETEER Rex Allen O—67 min. (5142)	(March Releases) RANCHO NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (221) (Rev. 2/11/52)	(March Releases) FIVE FINGERS James Mason Danielle Darrieux D—108 min. (Rev. 2/13/52)	(Alex. Paal) A TALE OF FIVE WOMEN Bonar Colleano CD—80 min.	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215) (Rev. 3/0/52)	
Mar. 9	SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52)		LOVE IS BETTER THAN EVER Elizabeth Taylor C—81 min. (Rev. 2/5/52)	RODEO (Color) Jane Nigh O—70 min. (5104) (Rev. 3/4/52)	(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (5105) (Rev. 1/28/52)			RETURN OF THE TEXAN Dale Robertson Joanne Dru O—88 min. (Rev. 2/13/52)	(King Bros.) MUTINY (Color) Mark Stevens D—76 min. (Rev. 2/26/52)	FLESH AND FURY Tony Curtis Jan Sterling D—82½ min. (214) (Rev. 3/11/52)	BUGLES IN THE AFTERNOON (Color) Ray Milland Helena Carter OD—85 min. (116) (Rev. 1/31/52)
Mar. 16	JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D—65 min. (Rev. 3/3/52) OKINAWA Pat O'Brien Cameron Mitchell D—67 min. (Rev. 2/27/52)						WHISPERING SMITH VS. SCOTLAND YARD Richard Carlson D—77 min. (222) (Rev. 3/18/52)	VIVA ZAPATA! Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	(Natl. Film Board of Canada) ROYAL JOURNEY (Color) Documentary 52 min. (Rev. 1/18/52)	THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	
Mar. 23	NIGHT STAGE TO GALVESTON Gene Autry O—61 min. (Rev. 3/13/52)		THE WILD NORTH (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	HOLD THAT LINE Leo Gorcey CD—64 min. (5211)		LEADVILLE GUNSLINGER Alan "Rocky" Lane O—54 min. (5171) (Rev. 3/26/52)	ROAD AGENT Tim Holt O—60 min. (223) (Rev. 2/18/52) RASHO-MON (Japanese) A—90 min. (268) (Rev. 1/3/52)		(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—100 min. (Rev. 12/26/51)		A STREETCAR NAMED DESIRE Vivien Leigh Marlon Brando D—122 min. (104) (Rev. 9/14/51)
Mar. 30	(April Releases) THE MARRYING KIND Judy Holliday Aldo Ray CD—93 min. (Rev. 3/12/52)	WINGS OF DANGER Zachary Scott D—72 min. (5106)		THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)	(April Releases) MY SON, JOHN Helen Hayes Van Heflin D—122 min. (5116) (Rev. 3/20/52)			(April Releases) WITH A SONG IN MY HEART (Color) Susan Hayward Rory Calhoun DM—117 min. (Rev. 2/20/52)	(Al O'Camp) STRANGE WORLD Alexander Carlos Angelica Hauff D—85 min. (Rev. 4/1/52)	(April Releases) MA AND PA KETTLE AT THE FAIR Marjorie Main Percy Kilbride C—78 min. (210) (Rev. 3/18/52)	THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (117) (Rev. 2/6/52)
Apr. 6	THIEF OF DAMASCUS (Color) Paul Henreid John Sutton D—78 min. (Rev. 3/26/52) LARAMIE MOUNTAINS Charles Starrett Smiley Burnette O		SINGIN' IN THE RAIN (Color) Gene Kelly Donald O'Connor M—103 min. (Rev. 3/12/52)	JET JOB Stanley Clements D—63 min. (5215) (Rev. 3/26/52)	AARON SLICK FROM PUNKIN CRICK (Color) Alan Young Dinah Shore CM—95 min. (5119) (Rev. 2/26/52)	THE FABULOUS SENORITA Estelita Robert Clarke MC—80 min. (5125) (Rev. 4/1/52)		THE PRIDE OF ST. LOUIS Dan Dailey Joanne Dru D—93 min. (Rev. 2/20/52) (Alperson) ROSE OF CIMARRON (Color) Jack Buetel Mala Powers O—72 min. (Rev. 3/6/52)	(Mark Robson-Robert Wise) CAPTIVE CITY John Forsythe Joan Camden D—91 min. (Rev. 3/26/52)	(J. Arthur Rank) THE MAN IN THE WHITE SUIT Alec Guinness Joan Greenwood C—86 min. (282)	
Apr. 13	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52)		TALK ABOUT A STRANGER George Murphy D—65 min. (Rev. 2/27/52)	THE GUNMAN Whip Wilson O—52 min. (5252) (Rev. 3/26/52)		BORDER SADDLE MATES Rex Allen O—67 min. (5143) WILD HORSE AMBUSH Michael "Red" Chapin Ellene "Judy" Janssen O—54 min. (5069)	(April Releases) TARZAN'S SAVAGE FURY Lex Barker D—80 min. (004) (Rev. 3/18/52)				JACK AND THE BEANSTALK (Color) Abbott and Costello C—78 min. (118)
Apr. 20	(de Rochemont) WALK EAST ON BEACON George Murphy Finlay Currie D—100 min.	VALLEY OF THE EAGLES Jack Warner D—83 min. (5114) (Rev. 3/18/52)	WHEN IN ROME Van Johnson Paul Douglas CD—78 min. (Rev. 2/28/52)				THE FAITHFUL CITY Jamie Smith D—80 min. MACAO Jane Russell Robert Mitchum D—81 min. (224) (Rev. 3/21/52) TARGET Tim Holt O—60 min. (227) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52)	(May Releases) OFAOLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52) BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. OUTCASTS OF POKER FLAT Dale Robertson Anne Baxter D	(David E. Rose) SATURDAY ISLAND (Color) Linda Darnell D—103 min.		THE LION AND THE HORSE (Color) Steve Cochran OD—83 min. (119) (Rev. 3/21/52)
Apr. 27	SOUND OFF (Color) Mickey Rooney MC—83 min. A YANK IN INDO-CHINA John Archer Douglas Dick D—67 min.	OUTLAW WOMEN (Color) Marie Windsor D—76 min. (5105)	YOUNG MAN WITH IDEAS Glenn Ford Ruth Roman CD—84 min. (Rev. 2/27/52)	WILD STALLION (Color) Ben Johnson D—70 min. (5205)	(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52) RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)					(May Releases) REO RALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218) BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C (220)	
May 4	APACHE COUNTRY Gene Autry O		GLORY ALLEY Ralph Meeker Leslie Caron D—82 min.	KANSAS TERRITORY Wild Bill Elliott O—73 min. (5225)							MARA MARU Errol Flynn Ruth Roman D—98 min.

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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VOL. 71. NO. 65 NEW YORK, U.S.A., THURSDAY, APRIL 3, 1952 TEN CENTS

Insider's Outlook

By RED KANN

MAYBE the follow-up report which the House Un-American Activities Committee may issue a couple of months hence will wash out some of the harm already done the industry on the Communist issue. Persons familiar with this sort of procedure are aware that denials, or any other form of back-tracking, seldom catch up with the original.

It seems rather well established by now that the Committee entered its findings in more haste than judgment. This, inevitably, suggests a greater degree of irresponsibility than the ordinary walking-around taxpayer and normally good citizen are led to expect from their representatives in the halls of Congress.

■

One of the discouraging facets of a deplorable situation has to do with a Committee member who, while evidently unwilling to be identified by name, nevertheless was not averse to having spread this astonishing statement on the record: "I can promise you the members will read this one [the supplemental report reputedly in preparation] before we put it out." In turn, this links up with the suggestion of another member that the Congressmen comprising the Committee had not read carefully those sections of the annual report which criticized Hollywood so sharply for neglecting to do a better job in routing out any Communist influences.

■

And, meanwhile, what? The industry, relying so heavily on public goodwill, has had its reputation sullied far beyond the demonstrable facts. The extent of the effect on theatre attendance can never be proven fully, but there are reasons to assume that a resistance movement has caught on.

All of the competition confronting the industry, consequently, does not revolve around television. The indications have it that we are being shot at now from innumerable fronts by a public which is misinformed for the very clear and very unfortunate reason that it has not been fully informed.

Technicolor Processed 76 Features in '51

Technicolor in 1951 processed 76 features, compared to 70 in 1950, and at the same time the company increased its profits, before taxes, by $1,699,760—from $4,258,822 for 1950 to $5,958,583 for 1951—Dr. Herbert T. Kalmus, company president, revealed yesterday in Technicolor's annual financial report to stockholders.

Company operations in 1951 showed a continuation of record gross volume of business and of gross earnings. A new record for 35mm. positive print output was established. A total of 392,736,597 feet was shipped during the 12 months, representing an increase of 80,338,089 feet over the previous year.

Kalmus indicated that the company's expansion program is expected to increase the rate of the annual volume of sales of positive prints to about

(*Continued on page* 11)

50% Control Now Held by UA Group

Fifty per cent of the outstanding stock of United Artists now vests in Arthur B. Krim, president, and Robert S. Benjamin, partner, and their colleagues of the management group, and the voting trust in their favor covering all of the outstanding stock is extended through 1960, UA announced here yesterday. The announcement accompanied one by Krim confirming that Price, Waterhouse & Co. yesterday issued its certificate-after-audit, certifying the profitable operations of the company for the calendar year 1951.

The transfer of stock is pursuant

(*Continued on page* 11)

Technicolor May Drop Color Tube

Technicolor is likely to discontinue further work on the "Geer television tube," due to "disappointment at the outcome" of demonstrations, Dr. Herbert T. Kalmus, company president, yesterday informed stockholders in the firm's annual financial report. The tube was to have been the means of identifying Technicolor with color TV.

Film Receipts of $2,045,000,000 Reported in '49

WASHINGTON, April 2.—Motion picture companies filing Federal income tax returns had total receipts of almost $2,045,000,000 in 1949, statistics made public by the Bureau of Internal Revenue today revealed.

The Bureau published statistics compiled from corporate income tax returns for 1949. They showed that industry firms with net income filed 3,558 returns, reported total receipts of $1,731,826,000, net income of

(*Continued on page* 11)

Coast Legion Head Commends Hughes

HOLLYWOOD, April 2. — Howard Hughes last night was commended by American Legion department commander John D. Home for his stand in the Paul Jarrico controversy, at a meeting in the headquarters of Hollywood Legion Post No. 43.

In an address to Legionnaires representing 15 California posts, Hughes said, "I don't want to say how many

(*Continued on page* 11)

Justice Dept. Attacks Pool In Indiana

Files Terre Haute Trust Suit vs. Independents

WASHINGTON, April 2. — The Justice Department said it had filed a civil anti-trust action in Terre Haute, Ind., charging five theatre companies with forming an illegal pooling agreement to monopolize first-run exhibition in that city.

Named as defendants were Alliance Theatre Corp., of Chicago; Fourth Avenue Amusement Co., of Louisville; and Grand Theatre Corp., Terre Haute Amusement, Inc., and Tri-Theatres Corp., all Indiana firms.

The Justice Department said its complaint alleges that the five firms have eliminated competition between first-run theatres in Terre Haute by pooling the operation of formerly independently-operated theatres, operating the theatres jointly and sharing the profits. The

(*Continued on page* 11)

Initiate Compo Tax Strategy Tomorrow

Council of Motion Picture Organizations administrators are depending on the return from abroad tomorrow of Robert J. O'Donnell to signal the beginning of an active anti-admission tax campaign.

O'Donnell, who will return aboard the *S. S. Independence* from a Mediterranean vacation cruise, shares with his fellow Texan, Col. H. A. Cole, the chairmanship of the COMPO committee on taxation which was named at the latter's board meeting here in February.

McCarthy to Europe On Film Problems

John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, will leave here on Tuesday for Europe aboard the *S. S. Queen Elizabeth* under instructions from Eric A. Johnston, MPAA president, to work on industry problems in a number of countries.

Johnston, making this disclosure yesterday, said the countries on McCarthy's itinerary will include Spain, Italy, Austria, Germany, Holland, Norway, Belgium and France. The mission is expected to take six weeks.

Record 63 Feature Imports Given PCA Seals of Approval Last Year

Of 432 feature films which received Production Code seals last year, 63 were of foreign origin, the largest number of feature imports ever to receive the PCA certificate of approval. It represents an increase of 13 over the preceding year and almost doubles the 33-picture import average over the past decade.

This is disclosed in an annual report to Eric Johnston, president of the Motion Picture Association of America, from Joseph I. Breen, Administrator of the industry's voluntary system of self-regulation.

According to Breen's report, the Code Administration surveyed 426 new feature scripts and story treatments in 1951, in addition to the completed features, and 452 short subjects, an increase of five over the previous year.

Greene Boosts RKO Holdings

WASHINGTON, April 2.—David J. Greene increased his holdings of RKO Theatres Corp. common stock during February, he reported to the Securities and Exchange Commission.

On February 1, he said, he sold 10,000 shares owned outright, leaving him 16,450 shares owned outright. On the same day, however, a partnership, composed of Greene and his associates, acquired 10,000 shares. There was nothing in the report to indicate whether or not the 10,000 shares which Greene sold were acquired by the partnership. The 10,00 shares represented the partnership's entire holdings at the end of February.

Controls 47,750 Shares

In addition to these transactions, a trust account controlled by Greene bought 2,000 shares on February 26, making its total holdings 14,300 shares. Thus at the end of the month, Greene controlled 40,750 shares either outright or through the partnership or trust.

Only a few other minor film company transactions were reported to the SEC in February. William B. Hurlbut sold 400 shares of Monogram common stock in two lots of 200, leaving him 2,029 shares. Walter Bedell Smith sold his entire holdings of 500 shares of Trans-Lux Corp. common. Douglas T. Yates reported he bought 250 shares of Republic Pictures common during December 1951, while Tonrud, Inc., which he controls, sold 225 shares. At the end of the year, he said, he owned 2,110 common shares in his own name, while Tonrud owned 103,335 common shares and 12,200 preferred.

Olivier in 'Beggar's Opera' for Wilcox

Laurence Olivier has entered into an agreement with Herbert Wilcox to sing and play the role of Capt. Macheath in an adaptation of John Gay's "The Beggar's Opera."

To be filmed in color in England, it will be directed by Peter Brook, British stage producer, from an adaptation by Christopher Fry and Dennis Cannan. Olivier will close his current stage engagement here April 12 and will take a two weeks vacation in Jamaica prior to returning to London, where work on the new picture will start at Shepperton Studios around June 1. Sir Arthur Bliss is rearranging the original score for the film.

Wilcox Signs Welles

Orson Welles has been signed by Herbert Wilcox in London to co-star with Michael Wilding and Margaret Lockwood in E. C. Bentley's "Trent's Last Case," it was disclosed here yesterday by Wilcox-Neagle Productions. Anna Neagle will co-produce.

Melville A UA TV Agent

Clyde Melville Co. has been appointed sales representative of United Artists Television in Dallas. Melville, Southwestern radio station representative, is headed by Clyde B. Melville.

Personal Mention

DAVID A. LIPTON, Universal ad-publicity vice-president, will leave here today for Chicago, en route back to Hollywood. He will remain in Chicago over the weekend.

•

M. L. SIMONS, home office assistant to H. M. RICHEY, M-G-M exhibitor relations head, yesterday addressed the Rotary Club at Yonkers, N. Y. On Tuesday he will speak at the Kiwanis luncheon, Mt. Vernon, and next Thursday he will address the Lion's Club, White Plains.

•

MIKE LESNICK, Associated Circuit tax consultant in Cleveland, became a grandfather on two successive days when a daughter was born to the wife of his son, RICHARD, and a son to his daughter, JEAN LESNICK LANDEN.

•

JO STAFFORD and her new composer-conductor husband, PAUL WESTON, have left here for Europe.

•

WILLIAM PRASS of DAN S. TERRELL'S M-G-M field promotion staff, is in Rose Memorial Hospital, Denver, for a checkup.

•

SHELDON ROSKIN, Columbia home office publicist, will marry RUBY SIEDLESKI on April 20.

ARTHUR B. KRIM, United Artists president, left here last night for Hollywood.

•

MAURICE (BUCKY) HARRIS, Universal home office exploitation representative who is accompanying SUSAN CABOT on a key city tour, left New York yesterday for Minneapolis, Cincinnati, Columbus and Boston.

•

R. M. SAVINI, president of Editola Corp., who was due back in New York this weekend, will remain on the Coast a few weeks longer.

•

CLEO BATES, assistant manager of Loew's State Theatre, Holyoke, Mass., is marking his 50th year in show business.

•

MEYER FINE, president of Associated Theatres Circuit, and MRS. FINE are due home in Cleveland Saturday from a 10-week Mediterranean trip.

•

SCOTT R. DUNLAP, Allied Artists producer, will return here from Europe with MRS. DUNLAP in two weeks.

•

HOWARD NEWMAN has resigned from Nat C. Goldstone Prod., Hollywood.

The HERALD INSTITUTE of Industry Opinion

TELEVISION . . .

is the subject of the April Report of the HERALD INSTITUTE of Industry Opinion

in this week's issue of

MOTION PICTURE HERALD

Goldwyn Story on CBS-TV April 13

The behind-the-scenes visit of Edward R. Murrow to the "Hans Christian Andersen" shooting at the Samuel Goldwyn Coast studios recently, will be telecast on Easter Sunday, April 13, on Murrow's regular "See It Now" program over the CBS-TV network.

The program, filmed at the studio, has been heralded in advance as a good example of motion pictures and television working together and both benefiting from the experience.

Levine Reelected Cinema Lodge Head

Martin Levine, executive of Brandt Theatres, was elected president of New York's Cinema Lodge of B'nai B'rith for a second term at a membership meeting held at the Hotel Warwick last night.

Elected vice-presidents were Marvin Kirsch of *Radio Daily;* Moses L. Kove, Assistant U. S. Attorney; Milton Livingston, Universal Pictures; Joseph Maharam of Maharam Fabrics; Sol Rissner of Century, Ltd.; Cy Seymour; Robert K. Shapiro of the Paramount Theatre; Al Wilde of the Moe Gale Agency, and Lou Wolff of Brandt Theatres.

Jack H. Hoffberg of Hoffberg Productions was re-elected treasurer; Merrill E. Joels, radio and television actor was elected secretary, and Albert A. Senft of Sterling Sign Co. was designated chaplain.

Elected to the board of trustees were Max B. Blackman of Warner Theatres; Julius Collins, ASCAP; Harold L. Danson; Leo Jaffe of Columbia Pictures; Louis A. Novins, Paramount, and Arthur N. Schwartz of Schwartz and Frohlich.

Malhiat Is Named N. Orleans Manager

NEW ORLEANS, April 2. — Alex Malhiat, Louisiana salesman for United Artists, has been promoted to manager of the local exchange. He succeeds George Pabst who earlier this week was named to the long-vacant post of Southern district manager. Both promotions resulted from their branch winning the recent U.A. sales drive.

Hylton Buys Carlton, London, from Para.

LONDON, April 2.—Jack Hylton, local stage impressario, has acquired the Carlton Theatre here from Paramount Pictures, which owned and operated the house since 1927.

Originally built as a stage theatre, the Carlton will continue on its long-established films policy temporarily, at least. Hylton has booked Sir Alexander Korda's "Cry the Beloved Country" to open April 25.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address,"Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

All Arbitration Delegates Set

In telegrams sent yesterday to leaders of five exhibitor organizations, Eric A. Johnston, Motion Picture Association of America president, designated the Hotel Astor here as the site of the April 22 industry conference on the possibilities for establishing an industry arbitration system. Meanwhile, at a luncheon-meeting yesterday the membership of the Metropolitan Motion Picture Theatres Association voted to send two delegates to the conference, but withheld their names pending the receipt of acceptances.

All five exhibitor organizations now have indicated they will be represented at the conference. The Johnston wires were addressed to Mitchell Wolfson, Theatre Owners of America; Wilbur Snaper, Allied States Association; H. V. (Rotus) Harvey, Western Theatre Owners; Harry Brandt, Independent Theatre Owners Association of New York, and Edward Rugoff of the MMPTA.

Lust, Thalhimer to Map TOA's Parley

WASHINGTON, April 2.—Sydney Lust and Morton Thalhimer today were named co-chairmen with A. Julian Brylawski of the 1952 annual meeting and trade show of the Theatre Owners of America at the Shoreham Hotel here, Sept. 14-18, Brylawski announced.

Frank LaFalce and Frank Boucher were named coordinators who will work along with the convention committee.

Other chairmen are: Jerry Adams, exchanges; Harry Bachman, hotel reservations; Jerome Baker, exposition; Boucher, entertainment; George Crouch, distinguished guests; Orville Crouch, dinner committee; George Dorsey, newsreels; Jack Foxe, publicity; Morton Gerber, decorations; Vincent Iorio, transportation; Fred Kogod, reception; Mrs. Sydney Lust, ladies' activities; Victor Orsinger, arrangements; Thalhimer, program; Gerald Wagner, printing and badges; Lloyd Wineland, Sr., finance.

Nelson, Jordan Top Warner Stage Show

Returning to a policy of combined screen attractions and stage shows, the Warner Theatre here will feature a stage show headlined by dancer Gene Nelson and Louis Jordan and his Tympany Five, beginning Monday, when "Jack and the Beanstalk" opens. Stars of the film, Abbott and Costello, will themselves appear on stage on the opening day.

TV De-Freeze in 2 Weeks, Walker Says

CHICAGO, April 2.—Paul A. Walker, in an address here before delegates to a meeting of the National Association of Radio and Television Broadcasters, said that the Federal Communications Commission will lift its ban on the construction of television stations in two weeks. The ban has been in effect since Oct. 1, 1948.

Reviews

"Jack and the Beanstalk"

(Warner Brothers)

ABBOTT AND COSTELLO rollick up and down the comedy ladder in "Jack and the Beanstalk." The film shows considerable imagination and inventiveness and ranks high in the A. and C. series. Those who go in for their brand of slapstick will be very pleased by their latest antics. For the kiddies, it will have an unlimited appeal.

The picture is the first independent production effort by the team for Warner Brothers. Prologue and epilogue are in sepiatone while the fairy tale sequences are presented in Supercinecolor. Lou Costello also sings for the first time in a film.

Costello's voyage into fairyland begins when he lands a job as a baby-sitter for a precocious, eight-year old child. While Abbott is busy raiding the icebox, Costello listens to the youngster read a fairy tale. Presently, Costello falls into a transported sleep and becomes the fabled Jack.

The screenplay, which Nat Curtis has written for this Exclusive Productions picture, visualizes Costello selling the family cow to butcher Abbott for the five magic beans which, when planted, grow overnight into the sky-scrapping beanstalk. Buddy Baer puffs and scowls as the giant who has intimidated the town and kidnapped the princess, Shaye Cogan, and the prince, James Alexander. A bold boy, Costello announces his intention to climb the beanstalk up to the terrain of the giant to subdue him. Off he goes with Abbott in pursuit. In the castle of the giant, Costello's tomfoolery knows no bounds, but it all leads to his becoming a hero in the eyes of his townfolk.

Jean Yarbrough's direction sends the boys zippily through their paces. Alexander and Miss Cogan make a pleasing romantic team, both in modern dress and ancient costume. Among the songs that echo through the picture are "Jack and the Beanstalk," "I Fear Nothing," "He Never Looked Better in His Life," "Darlene," and "Dreamer's Cloth." Alex Gottlieb produced; Pat Costello was executive producer.

Running time, 78 minutes. General audience classification. Release date, April 12.

MANDEL HERBSTMAN

"Belles on Their Toes"

(20th Century-Fox)

THE GILBRETH FAMILY of "Cheaper by the Dozen" popularity returns to the screen in "Belles on Their Toes" which finds Myrna Loy as the mother reminiscing about the largely happy struggle to maintain her family since the death of her husband, Clifton Webb, as one will recall.

Using the flashback technique, the story unfolds as Miss Loy watches the college graduation exercises of her 11th child, the baby of the family. The tale of the intermittent years form pleasant film fare and should find wide audience approval.

The family goes through the trials and tribulations of many American families—a prying, rich aunt who would like to bring up some of the children now that Miss Loy is left widowed, the struggle of Miss Loy to gain recognition as an efficiency engineer. But do not be mislead, this is not a tale of woe. The spirit of every member of the family, including the general handymen, Hoagy Carmichael, makes it a sprightly, humorous tale.

Incidents such as the family's plot to get rid of one of the girl's suitors should get big laughs. Another humorous scene is a newsreel clip, woven into the story, of the Gilbreth family at home. The story is also enlivened by a number of songs and dances. It's good family fare and the color by Technicolor adds to the proceedings.

Samuel G. Engel was the producer while Henry Levin directed, from a screenplay by Phoebe and Henry Ephron, based on the book by Frank B. Gilbreth, Jr., and Ernestine Gilbreth Cary. Others in the cast include Jeane Crain, Debra Paget, Jeffrey Hunter and Edward Arnold.

Running time, 89 minutes. General audience classification. For May release.

MURRAY HOROWITZ

Other Reviews on Page 6

Macy's Promotes 'Song in My Heart'

Full-page, double spread ads in New York newspapers today salute the selection of 20th Century-Fox's "With A Song in My Heart" as R. H. Macy's "Movie-of-the-Month," marking the second time in succession that 20th-Fox has been so cited by the store.

Dominating the ad is a full-length figure of Susan Hayward, with her film receiving a rating of "48 stars" from the store, and sales copy urging New Yorkers to see it.

Cullen, Clarke Celebrate

Two Loew's Theatres executives are celebrating their 25th anniversaries with the company.

They are division manager Mike Cullen, who joined the ranks in Providence in 1927, and Jack Clarke, manager of Loew's Yonge St., Toronto.

Tunick Appointed to Souvaine Sales Post

Eugene Tunick has been appointed Midwestern sales manager for Souvaine Selective Pictures, with headquarters in Cincinnati, by Charles M. Amory, vice-president in charge of sales and distribution.

Tunick was formerly New York City sales manager for Eagle-Lion and most recently Cincinnati branch manager for Lippert Productions.

Lipson to Assist Budd Rogers Here

Si Lipson, of Realart in Detroit, has been named assistant to Budd Rogers, executive vice-president of Realart Pictures, it was disclosed here yesterday.

Lipson, who has been with Realart since its inception, has also operated a number of theatres in the Detroit area.

NEWS in Brief . . .

An 11-man delegation, led by Mort Spring, first vice-president of Loew's International Corp., has returned to New York from Rome where the group participated in the recently-concluded "Quo Vadis" conference. The others are Seymour Mayer, Murray Silverstein, Morris Frantz, Lewis Simpson, Carlos Niebala, Dave Blum, Al Walker, Myron Karlin, Arthur Pincus and Josef Blair.

Arthur M. Loew, president, who is now in Paris, is expected back at the weekend, while Charles Goldsmith, coordinator of English-speaking territories, is now in Britain. Sam Burger, sales manager, Bill Melniker, head of theatre operations, and Orton Hicks, in charge of the 16mm. department, are touring Europe on business.

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WILMINGTON, Del., April 2.—U. S. District Judge Richard S. Rodney has signed orders transferring to Texas two anti-trust suits against Texas Consolidated Theatres, Inc., Interstate Circuit, Inc., Paramount, Warner, RKO Pictures, Loew's, 20th Century-Fox, Universal, United Artists and Columbia. The plaintiffs are Tivoli Realty, Inc., operating the Delman at Dallas, whose suit is transferred to the District Court at Dallas, and I. B. Adelman, operating the Delman, Houston, transferred to Houston.

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WASHINGTON, April 2.—Film companies had publicly-reported cash dividend payments in February of $108,000, the U. S. Commerce Department reported. This compared with $186,000 in February, 1951.

Commerce officials said that Consolidated Amusement Co. was apparently paying this year in March a $75,000 dividend paid last year in February, accounting for almost all of the drop.

Coast Publicists to Aid 'Movietime'

HOLLYWOOD, April 2.—The Studio Publicity Directors' Committee of the Association of Motion Picture Producers has been named to serve in an advisory capacity on public relations for the "Movietime U.S.A." tours of the Council of Motion Picture Organizations.

The 1952 tours, which are to be known as the "Golden Anniversary Celebration," commemorating the opening of the nickelodeon, Tally's Electric Theatre in Los Angeles 50 years ago this April 16, will begin to spread out across the U. S. this month. Tours are planned for April in Atlanta, Albany, Buffalo and Richmond, and will continue at regular intervals throughout the year until every key city territory has had personality visits.

Bagnall Acquires 17 Films for Television

HOLLYWOOD, April 2.—George Bagnall and associates have acquired television rights to 17 features from Jack Schwarz by outright purchase. Among them are 10 made since Aug. 1, 1948, the cut-off date in the Screen Actors' Guild contract clause requiring producers selling films to television to arrange with the SAG for additional payment to actors. SAG, however, had cancelled its contract with Schwartz two weeks ago.



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MARLON BRANDO AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

SCREEN PLAY BY

KIM HUNTER KARL MALDEN TENNESSEE WILLIAMS

STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

AZAN DISTRIBUTED BY WARNER BROS. PICTURES DISTRIBUTING CORP.



The one year old
Las Vegas Tent of

VARIETY CLUBS
INTERNATIONAL

is deeply proud of its Heart Fund activity
—the building and perpetual maintenance
of a
SCHOOL FOR HANDICAPPED CHILDREN



And INVITES YOU TO ATTEND

THE 16th INTERNATIONAL
VARIETY CLUB CONVENTION

APRIL 28th to MAY 1st
in the glamorous and exciting
LAS VEGAS, NEVADA

EVERYONE IN SHOW BUSINESS WILL BE THERE!

Reviews

"Mara Maru"

(Warner Brothers)

TWO HARD-BITTEN MEN compete with a violent sea and with each other for a woman in "Mara Maru." From the depths of the sea they would raise a sunken treasure. The picture, in its course, churns up considerable action and excitement, all of it, however, in the standard pattern.

Errol Flynn fits cozily into the role of a deep-sea diver, with Ruth Roman portraying the femme fatale. Raymond Burr is convincing as the unctious, cat-like villain.

After a series of melodramatic preliminaries in the screenplay written by N. Richard Nash, all three of the principals embark on a treasure-hunting cruise. The question that arises is whether Burr will keep his pact to share the treasure equally with Flynn or will he devise a betrayal. Once the trasure is lifted from the sea, Burr's baser nature asserts itself in a series of villainous forays.

Oddly enough the treasure turns out to be a cross studded with jewels. At this point the story shifts in focus from mystery melodrama to religious overtones. The cross works a regenerative influence on Flynn's young Filipino helper, Robert Cabal, as well as on Miss Roman. Presently both are persuading Flynn ot return the cross to the church it was stolen from. Flynn laughs at such a suggestion, but presently he too feels a regenerative influence. By the story's end he is engaged in a life and death struggle with underworld forces to return the cross to its rightful place.

David Weisbart produced and Gordon Douglas directed. Running time, 98 minutes. General audience classification. Release date, May 3.

MANDEL HERBSTMAN

"The Spider and the Fly"

(Rank-Bell Pictures)

ERIC PORTMAN AND GUY ROLFE play the game of police chief versus crook according to a strict code of ethics in this Setton-Baring Mayflower production that is somewhat too gentlemanly to be very thrilling. Aubrey Baring produced and Robert Hamer directed, from the original story and screenplay by Robert Westbury. The film is presented by J. Arthur Rank and Bell Pictures is handling distribution here.

Said to be taken from the files of the French police, the story first concerns Portman's efforts to trap the wiley Rolfe who has just pulled a daring raid on a bank in Southern France. The police chief fails for the time being but falls in love with Rolfe's beautiful accomplice, Nadia Gray, who the crook has left by the wayside. Portman eventually traps Rolfe, with no great difficulty, and packs him off to jail. At the outbreak of World War I Portman, a counter-espionage agent, needs someone to crack a safe at the German legation in Berne to get a list of German agents in France. Rolfe accepts the mission, at which point he confesses his love for Miss Gray and thus sets the scene for the suggestion of a triangle. The Berne mission is successful, but ends on an ironical note when the two men learn that Miss Gray, for no reason apparent to the audience, is one of the German agents.

Some excitement is generated in the Berne interlude and in the various scenes showing Rolfe going about his civilian pursuits. There is wry humor to the tale, unrelieved, however, by any dramatic contrasts.

Running time, 73 minutes. General audience classification. Reelase date May 1.

"A Yank in Indo-China"

(Columbia)

THE PLOT of this low-budget action drama of average entertainment value places John Archer and Douglas Dick in the positions of operators of a small cargo airline which flies food into French and native Viet Namese forces fighting the Reds in Indo-China. They are requested by the local American consul to watch for a lost American geologist while on their travels and to keep an eye out for a secret Red base. The two Yanks are eventually captured, escape, are recaptured and escape again. Of course they find the geologist, and the Red base, too, to which they return with French paratroopers for a blazing finale resulting in the destruction of the Reds' hideaway.

Sam Katzman produced and Wallace Grissell directed, from a screenplay by Samuel Newman. Others in the cast are Jean Willes, Maura Murphy, Hayward Soo Hoo, Don Harvey, Harold Fong, Rory Mallinson, Leonard Penn, Kamtong, Pierre Watkin, Peter Chang.

Running time, 68 minutes. General audience classification. For May release.

Correction

Charles Chauvel produced "The Fighting Rats of Tobruk," and not Renown Productions, as erroneously stated in *Motion Picture Daily* yesterday. Renown distributed the picture in the United Kingdom under its original title, "The Rats of Tobruk." David Brill has secured distribution rights in this country.

Jensen Cites Goldwyn

WASHINGTON, April 2.—Rep. Jensen (R., Ia.) took the House floor today to commend Samuel Goldwyn for his film, "Hans Christian Andersen."

'Robin Hood' Pre-Selling

Walt Disney's all-live-action, color in Technicolor "Story of Robin Hood" is being pre-sold to school children and through television with a 15-minute black-and-white film entitled "The Riddle of Robin Hood," Charles Levy, Disney's publicity representative here announced.

Detroit Buys Annex

DETROIT, April 2. — E. R. Holtz, president of the LaSalle Garden Theatre Co., has received $150,000 for his 1,500-seat Annex Theatre from the city.

U-I's

IT'S A GOOD OLD U·I TRADITION . . .

SPRING PROFIT PARADE

Top box-office product when you want it... when you need it... and SPRING 1952 is NO exception...

All year...every year... Universal-International heeds the needs of Exhibitors everywhere.



FOR APRIL

U-I BIG* ones...

Ready to give your Box-Office that BIG Spring Clean-Up!



MA and PA KETTLE AT THE FAIR

Starring

MARJORIE MAIN
PERCY KILBRIDE

with LORI NELSON • JAMES BEST



COLOR BY Technicolor

The BATTLE AT APACHE PASS



Starring

JOHN LUND
JEFF CHANDLER

AS THE GREAT APACHE CHIEF...
COCHISE!

with SUSAN CABOT





*A BIG picture is one that makes BIG PROFITS!

FOR MAY

The Never-Before-Told Story of the Army's Devil Drivers!



RED BALL EXPRESS

Starring

JEFF CHANDLER

ALEX NICOL

JUDITH BRAUN • CHARLES DRAKE



The Thrill Story of America's Fastest Growing Sport!



Bronco Buster

COLOR BY Technicolor

Starring

JOHN LUND

SCOTT BRADY

JOYCE HOLDEN

CHILL WILLS

Filmed at the 4 Great Rodeos with CASEY TIBBS World's Champion Cowboy!

TONY CURTIS

PIPER LAURIE



Terrific Together!

NO ROOM for the GROOM

with

DON DeFORE

Spring Byington



JUNE RELEASES

color by Technicolor

IVORY HUNTER



ACTUALLY FILMED IN THE HEART OF DARKEST AFRICA!

A J. Arthur Rank Organization Presentation

SCARLET ANGEL



color by Technicolor

Starring YVONNE De CARLO · ROCK HUDSON

with RICHARD DENNING



The GIRL ACROSS the STREET

(TENTATIVE TITLE)



Starring ANN SHERIDAN · JOHN LUND

with ROBERT KEITH · CECIL KELLAWAY





Universal International

1912 40 Anniversary Year 1952

Yes, SPRING 1952 BRINGS YOU THE BIG PICTURES...IN THE GOOD OLD U-I TRADITION!

Technicolor

(*Continued from page* 1)

440,000,000 feet by mid-1952 and to about 600,000,000 feet by early 1953.

Technicolor's net sales for 1951 were $28,896,343, compared to $23,454,250 for 1950.

The report pointed out further that despite the fact income taxes had been increased approximately $2,000,000 over 1950, the net profit after taxes for 1951, as compared with 1950, had decreased by only about $300,000.

The net profit for 1951 was $1,918,537, (1950 totaled $2,216,173). Net earnings per share of capital stock at the close of 1951 was $2.06; in 1950 it was $2.40.

Dr. Kalmus stated, "Current assets totaled $10,090,735; current liabilities, $6,235,805. Of the current assets, $7,708,859 was in cash and United States obligations. There are no bank loans; no preferred stocks; no mortgages."

The report pointed out that despite increases in cost of raw materials and labor during 1951, price reductions had been instituted during the year. The most important single item of change was a reduction in the base price for release prints of from 5.48 cents to 5.33 cents per foot.

"The year 1952 has started on a high level of footage produced and of profit before taxes on income," Kalmus stated. "For January and February together the consolidated profit before taxes on income amounted to $1,023,585. Provision for Federal income tax was $690,630, leaving a consolidated net profit for the two months of $332,955. On this basis the annual earnings for 1952 after taxes on income would be $2.16 a share."

Republic Extends Expansion Abroad

The opening of an office of Republic Pictures of Malaya, Inc., in Singapore under the managership of Siegfried Weening, was announced here yesterday by Richard W. Altschuler, president of Republic Pictures International Corp. Reginald Armour, Republic International's Far Eastern supervisor, is now in Singapore in connection with the opening.

The opening of the Malaya branch marks the fifth Republic unit to be organized in the Far East in the past few months. Republic has established branches in Japan, with Morey Marcus as manager; in the Philippines, with Fred Paulus as manager; in Hongkong, with Deven Chok, and in Thailand, with Suntorn Jubandhu. By the end of May Republic Pictures of Indonesia will be established.

UA Management

(*Continued from page* 1)

to the agreement with co-owners Mary Pickford and Charles Chaplin for whom the accountancy firm made the audit, and who now jointly control the other 50 per cent of the operation. Other stockholders in the management group include Matthew Fox, William J. Heineman, Max E. Youngstein and Arnold Picker.

The audit is understood to show a profit for the last year of more than $500,000, after deductions in the neighborhood of $60,000, a substantial portion of which reflected the previous management group's operations during the first 10 weeks of the year. However, yesterday's announcements included no figures.

Attacks Pool in Indiana

(*Continued from page* 1)

complaint also charges that the companies acquired the only non-pool first-run theatre, the State, in December, 1951, and have since operated it as part of the pool.

"Pooling agreements among motion picture theatre owners result in the operation of such theatres as a unit rather than competitively," Attorney General McGrath said, in announcing the suit. "One of the fundamental purposes of the anti-trust laws is to prevent competitors from agreeing among themselves to operate their businesses collusively so as to deprive the public of the benefits which flow from free competitive enterprise."

Government Determined

H. Graham Morison, assistant attorney general in charge of the Anti-Trust Division, said the case filed today "attests the government's determination to resist the recreation of practices which we believe were outlawed in the anti-trust suit against the defendants in the well-known Paramount case."

A key anti-trust division official refused to comment on whether the Department would hold illegal cases where theatre owners just bought cooperatively or combined to carry on certain administrative and overhead functions. "All I can say is that in this case the pool covered everything from buying the films to sharing the profits, and we hold that illegal," he declared. "I can't say what our stand would be on a case where the theatre owners only do one or two things cooperatively. That wasn't at issue here."

The Terre Haute case was prepared by the anti-trust division's film expert, Philip Marcus, under the supervision of W. Perry Epes, assistant chief of the general litigation section of the anti-trust division.

Film Receipts

(*Continued from page* 1)

$182,736,000, Federal income tax payments of $60,683,000, and dividends paid out of $75,263,000.

Firms with no net income filed 1,967 returns, showing total receipts of $313,393,000, total deficit of $22,770,000, and dividends of $764,000.

No Separate Figures

No separate figures were given for exhibition and distribution-production. However, a separate set of figures was given for those firms filing consolidated returns from many subsidiaries. Thirty consolidated returns, covering 634 subsidiaries, showed net income. These returns had total receipts of $887,180,000, net income of $77,390,000, income tax payments of $27,757,000 and dividends of $49,397,000. Another 20 consolidated returns, covering 101 subsidiaries, showed no net income. These had total receipts of $144,772,000, a deficit of $3,396,000 and dividends of $361,000.

Trans-Lux Proxy Battle Underway

A slate of directors will be offered by a newly-formed Trans-Lux stockholders' committee opposed to management, George G. Mason, who owns 44,000 shares of Trans-Lux stock and leader of the committee, has disclosed.

In a letter to stockholders, Mason charged the present management of Harry Brandt, Milton Weisman, and other directors with "waste of assets." Stockholders were urged by Mason to study the committee's projected proxy soliciting material.

Others in the committee include Norman W. Elson, formerly a vice-president of Trans-Lux and now president of Guild Enterprises; and Walter Siemers and Jerome B. Ross, both former directors of Trans-Lux.

Premiere Receipts To P. A. L. Today

New York's Deputy Police Commissioner James B. Nolan, head of the Police Athletic League, today will accept for the P.A.L. the admission proceeds from the world premiere of "Anything Can Happen," which was held last midnight at the Mayfair Theatre.

'Apache' in Chi. Today

CHICAGO, April 2.—Universal-International's "The Battle At Apache Pass" with color in Technicolor, will have a premiere at the State Lake Theatre here tomorrow.

Columbia Dividend

Columbia Pictures' board of directors has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on May 15, to stockholders of on record May 1.

Hughes

(*Continued from page* 1)

Reds there are in the film industry, because I want to be absolutely truthful, but I feel their influence is substantial. For every individual who has been at one time or another identified with some front organization there are many others who have not been so identified and yet whose beliefs and principles are even stronger than the ones we know about. But if there were not a substantial number—if there were only one—that would be too many. Every so often I am shocked to find that some man I have known and respected stands up and defends the activities of people who obviously do not have the best interests of this country at heart."

'Forthright Position'

Meanwhile, at a meeting of the Los Angeles County Board of Supervisors a resolution was adopted commending Hughes for "his forthright position and his willingness to put into action the desire of every American to keep Communism from infiltrating free industrial enterprise in the United States."

Gross Heads Rep. Studio Publicity

HOLLYWOOD, April 2. — Mickey Gross, with Republic Pictures for the past three years in charge of field exploitation, has been appointed publicity director of the company's studio, succeeding Mort Goodman, who resigned.

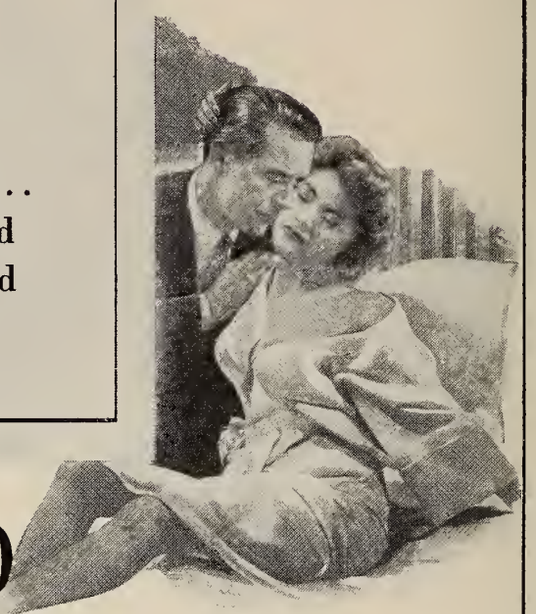


The Best Director Of '51

FOR "A PLACE IN THE SUN" BRINGS YOU HIS PRIZE DRAMA OF '52..

GEORGE STEVENS

now brings you the powerful story of a man who loved two women . . . differently—the girl on a lost weekend in Room 712 and the wife who learned to use all her love to hold him!



JOAN FONTAINE · RAY MILLAND

TERESA WRIGHT ... in **George Stevens'** Production

Something To Live For



with RICHARD DERR · DOUGLAS DICK · Produced and Directed by GEORGE STEVENS

Written by DWIGHT TAYLOR · A PARAMOUNT PICTURE

ACADEMY AWARD HEADLINES ADD ANOTHER POWERFUL SELLING ANGLE TO PARAMOUNT'S FAST-DATING HIT!

This timely newspaper ad supplements the sock pressbook campaign on "Something To Live For," George Stevens' latest prize boxoffice attraction —which is now set to open in scores of first runs from coast to coast.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 66 NEW YORK, U.S.A., FRIDAY, APRIL 4, 1952 TEN CENTS

MPAA Meets Again on 'Red' Charge Policy

Report House Group Is Sounded Out on Meeting

Motion Picture Association of America members met here again yesterday with Eric Johnston, president, for further discussions of policy with respect to industry action and answer to widespread current criticism of the industry for alleged tolerance of suspected Communists on Hollywood payrolls.

MPAA issued no statement concerning yesterday's meeting, maintaining even a closer secrecy than surrounded its two-day meeting in Washington last Sunday and Monday.

Despite the official silence, reports as usual were abundant concerning the meeting.

Some which met with semi-official or qualified confirmation were that

(*Continued on page 2*)

'Street' Predicts 'U' Dividend Action

Financial circles yesterday predicted dividend action in the near future by Universal based on continuing favorable earnings reports for the company and considerable first quarter activity in the company's preferred stock.

Universal paid a 60-cent common stock dividend last year, its first since 1948. The company is required to retire 1,400 shares of its outstanding preferred stock by March 15 annually before a dividend on the common can be paid. Heavy transactions in the

(*Continued on page 2*)

150 N. Y. Exhibitors Honor Jane Froman

Some 150 exhibitors and circuit executives of the New York Metropolitan area gathered at the Hotel Astor here yesterday to pay tribute to singer Jane Froman at a luncheon sponsored by the Independent Theatre Owners Association of New York.

Miss Froman was presented with a scroll from the ITOA citing her for her "outstanding contribution to the morale of the American armed forces." Brief addresses expressing tribute were made by Harry Brandt, ITOA

(*Continued on page 2*)

'Early-Late Shows' Test Is a Success

Hartford, April 3. — A new policy of starting the main feature between 8:00 and 8:30 instead of 9:00 and 9:30 nightly, Monday through Friday, has gone into effect in Hartford area theatres, following a three-week test and promotion campaign, called the "Early-Late-Show" drive, designed to accustom patrons to attend theatres during the week at an earlier hour.

The campaign, spearheaded by Harry F. Shaw, division manager of Loew's Poli-New England Theatres, consisted of newspaper co-operative advertising, publicity, street ballyhoo, trailers, lobby displays and ballots distributed to thousands.

Tran-Lux Offers A 14-Man Slate

A 14-man management slate of Trans-Lux Corp. board of directors was yesterday offered to stockholders who were urged to vote against proposals made by George G. Mason, leader of the group opposing management in the proxy battle now underway.

The meeting is slated to be held here April 24. In its notice, management contends that the number of issues raised by the Mason group in their proposals are now being litigated in the courts. Those issues include the

(*Continued on page 2*)

12 from 20th In 4 Months

Revising the company's spring-summer schedule, Al Lichtman, director of distribution for 20th Century-Fox, reports that the months of April through July will feature a total of 12 productions, seven in color.

The April roster includes "With a Song in My Heart," color by Technicolor; "The Pride of St. Louis"; "Rose of Cimarron," an Edward L. Alperson production in Natural Color.

May will bring "Deadline-U.S.A.," "Belles on Their Toes," Technicolor, and Bret Harte's "The Outcasts of Poker Flat."

The June line-up includes "Kangaroo," Technicolor; "Lydia Bailey," Technicolor, and "Lady in the Iron Mask," a Walter Wanger-Eugene Frenke production, in Natural Color.

Set for July are "Wait 'til the Sun Shines, Nellie," Technicolor; "We're Not Married," and "Diplomatic Courier."

Pay Hike Effective Here Today at RKO

RKO Service Corp. today will distribute among its 175 home office "white collar" employes retroactive pay checks totaling some $20,000 under a new union contract announced yesterday by Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63.

Moss said that retroactivity covers a period of four-and-a-half months

(*Continued on page 2*)

Set Meet to Fill COMPO Presidency

Nominators Will Make a Strong Effort Next Week

The Council of Motion Picture Organizations nominating committee will meet next week, probably in New York, in a determined effort to come up with an acceptable slate of new officers.

Jack Alicoate, nominating committee chairman, today will announce a date and place for the meeting, it was reported yesterday.

The announcement last Tuesday by Arthur L. Mayer, COMPO's retiring executive vice-president, that he would depart May 4 for Europe on an extended vacation brought home to the nominating group the need for immediate action.

Mayer declined renomination at the COMPO board meeting here last

(*Continued on page 2*)

VFW Praises Hughes For Jarrico Firing

WASHINGTON, April 3.—Veterans of Foreign Wars commander-in-chief Frank C. Hilton today joined the American Legion in praising Howard Hughes' firing of screen writer Paul Jarrico, who refused to answer questioning concerning membership in the Communist Party before the House Committee on Un-American Activities.

In supporting Hughes, managing director of production for RKO Pictures, the VFW commander said, in part: "It is a step that should help

(*Continued on page 2*)

File 5 More Trust Suits in Chicago

CHICAGO, April 3.—Attorney Seymour Simon has filed five more antitrust suits in Federal Court here, all naming the eight major distributors as defendants and all but one naming Balaban and Katz, Warner Brothers Theatres and Warner Brothers Circuit Management, with a total of over $2,000,000 in damages being asked in the five suits.

The suit which names only the eight majors is on behalf of the State Theatre in Sycamore, Ill., operated by John

(*Continued on page 6*)

PROBE CONDITIONS AT 'FRISCO THEATRES' 'KIDDIE MATINEES'

SAN FRANCISCO, April 3.—A check of conditions at "kiddie matinees" in 40 San Francisco neighborhood theatres has been launched by the Lafayette Mothers Committee on Mass Communications.

The check, said to be the first of its kind ever attempted here, will seek to determine how many attendants are provided by each theatre to maintain order, and how pictures for the matinees are chosen.

In an open letter to theatre managers, the committee pointed out that dance halls, night clubs, and other places of public entertainment are required to observe certain minimum standards, "yet no standards whatsoever seem to prevail at many children's matinees which are attended by thousands."

The committee observed: "There are local theatre managers who make their money almost entirely off children on Saturday afternoons, yet choose their pictures without any regard for the welfare of children. Crime and sex films, psychopathic dramas, horror movies and cheap Westerns are often shown. Rowdyism, rough-housing and horseplay reign in many houses to such an extent that children cannot hear the dialogue.

The committee urged managers to put an end to disorder and to show at matinees only "recommended" pictures from evaluation lists of impartial organizations. The committee suggested that managers adopt an emblem or symbol to apprise the public that "recommended" pictures are being shown at the matinees.

NEWS in Brief . . .

The American Federation of Musicians, in acknowledging receipts of proposals governing its TV pact with the Independent Motion Picture Producers Association, disclosed here yesterday that it was awaiting further word from the IMPPA before setting a date for starting negotiations. The present pact expires on May 1.

An AFM spokesman said here that the union, after informing the IMPPA that its current contract was due to expire shortly, received a letter signed by IMPPA president I. E. Chadwick seeking a new deal on AFM provisions for payments for re-scoring of films and the elimination of payment of five per cent to the AFM welfare fund.

•

Mort Nathanson, Eastern advertising-publicity director of Horizon Films, has left New York for Texas to set up a state tour which Humphrey Bogart will launch on April 10 in behalf of his Academy Award-winning, "The African Queen." The tour will herald the May 17 state premiere of the film.

•

Three productions will be released by United Artists during May, it was announced by William J. Heineman, UA sales vice-president.

First release will be "Without Warning," on May 8, followed by "Red Planet Mars" on May 15, and "The Fighter" on May 25.

'U' Dividend

(*Continued from page* 1)

preferred were noted during the first quarter, indicating that the company probably more than met the minimum retirement requirements, preliminary to payment of a common dividend.

At the end of the last fiscal year, Universal had 63,200 shares of preferred outstanding, and 6,160 shares in its treasury, indicating it had acquired or retired approximately 9,000 shares since 1948. The preferred has been selling at $57 to $58 per share recently.

Declare 'U' Dividend

The board of directors of Universal Pictures has declared a regular quarterly dividend of $1.06 per share on the four and one-quarter per cent cumulative preferred stock, payable on June 2 to stockholders of record on May 16.

VFW Praises Hughes

(*Continued from page* 1)

this nation in general and the motion picture industry in particular. I hope it will serve as a precedent for other industries and organizations."

Film at NY Fund Meet

A special preview of the Italian film, "Tomorrow Is Too Late" will highlight the first pre-campaign meeting for the public employes section of the Greater New York Fund's 1952 appeal, on Tuesday evening at the American Museum of Natural History.

Personal Mention

WILLIAM C. MacMILLEN, JR., president of Pathe Industries, will return to New York today from Chicago.

•

RICHARD LEATHERS, RKO Palace assistant manager in Cleveland, and LOUISE HUTMAN, a model with L'Ecole de Charme, will be married on May 24.

•

HAROLD MIRISCH and G. RALPH BRANTON, Monogram-Allied Artists vice-presidents, have arrived in Hollywood from New York.

•

JACK LEVIN, head of Levin Associates, has left Chicago for Pittsburgh and Washington, and will return here next week.

•

WESLEY BAILEY, promotion director of *Good Housekeeping* magazine, will return here today from the West Coast.

•

BILL HOWARD of the Plaza Theatre, Windsor, Conn., has returned there from an upstate New York vacation.

•

GEORGE CUKOR, M-G-M director, has arrived here from the Coast and will fly to Europe on Tuesday.

JOSEPH M. SCHENCK, 20th Century-Fox executive production head, who left here earlier in the week for Florida, is expected to return at the weekend.

•

HENRY ANDERSON, manager of the insurance department of United Paramount Theatres, has been named to the Board of Insurance Advisers of the Secretary of Defense in Washington.

•

MOSS HART, who has completed the script of "Hans Christian Andersen" for Samuel Goldwyn, will arrive here from the Coast today.

•

LOUIS NOVINS, Paramount Pictures executive, will fly to London from here today en route to Israel.

•

JOHN RAWLINGS, Lesser Productions executive, will leave here for London by plane today.

•

DAN S. TERRELL, M-G-M exploitation head, will return here today from a visit to Washington.

•

EMERSON YORKE, New York producer, is vacationing in Key West, Fla.

Trans-Lux Offers

(*Continued from page* 1)

corporation's acquisition of leasehold interests in a number of theatres.

Accompanying the notice, and the attached proxy, was the firm's annual report. The result for 1951, the report stated, was a loss of $30,648, after allowing $27,000 for Canadian taxes and a reserve of $78,507 for depreciation and amortization. This compares with a net profit for 1950 of $50,850, after allowing $17,639 for taxes and a reserve of $74,939 for depreciation and amortization.

Nominated for Reelection

Directors nominated for reelection include: Harry Brandt, Chester Bland, Robert Daine, Jay Emanuel, Percival E. Furber, Percy N. Furber, Aquila C. Giles, Herbert E. Herrman, Edison Rice, Lee Shubert, Jacob Starr, Joseph Viertel, Ralph Wiener and Milton C. Weisman. William M. Girden, a present director, will not be up for reelection, it was stated.

The opposing Trans-Lux stockholders committee, led by Mason, is represented by H. G. Ingraham, of McLanahan, Merritt and Ingraham.

N. Y. Exhibitors

(*Continued from page* 1)

president, and Al Lichtman, director of sales of 20th Century-Fox. The latter said his company was "proud to have put her story on film" in "With A Song in My Heart."

Also at the dais, were: Benjamin Fielding, Gael Sullivan, William German, Samuel Rosen, Wilbur Snaper, Edward Rugoff, Charles Einfeld, Leonard Goldenson, Sol Schwartz, Max A. Cohen, Samuel Rinzler, Robert Coyne, David Weinstock.

Compo Presidency

(*Continued from page* 1)

February, but agreed to continue in the post for a limited time pending the selection of a new executive vice-president. The post was to have been filled after selection of and consultation with a new presidential nominee.

Mayer had expected he would be free to leave for Europe in March, and after postponing his departure several times decided finally on Tuesday that his exit from COMPO could no longer be put off.

The nominating committee may feel compelled to appoint a governing board of perhaps three individuals if it cannot agree on the naming of a president next week, according to observers. The governing board would administer the affairs of COMPO until such time as a president could be elected this year, or perhaps until next year when the COMPO executive board meets again.

It is expected that if a COMPO governing board is named the executive vice-presidential duties may fall to Robert W. Coyne, COMPO special counsel, who during the past year has worked hand-in-hand with Mayer at COMPO headquarters. In such an event, some of the duties Coyne has been performing would be assumed by Sidney Schreiber, COMPO secretary.

N. J. Allied to Meet

A regular luncheon-meeting of the New Jersey Allied membership will be held on Tuesday at the Ritz Restaurant, Passaic, it was announced here by Wilbur Snaper, organization president. On the evening of the same day, and at the same location, the organization's annual beefsteak dinner will take place, with all proceeds to be consigned to the Will Rogers Memorial Fund.

MPAA Meet

(*Continued from page* 1)

overtures looking to a meeting with members of the House Un-American Activities Committee were being inaugurated for the purpose of seeking possible amendment or correction of the recent Committee report criticizing the industry for alleged failure to act effectively on the termination of employment of known Communists or sympathizers on Hollywood payrolls.

Such a meeting was suggested in Hollywood last week by Rep. Clyde Doyle (D., Cal.), a member of the Committee, who described it as the "only way" the industry could go about obtaining changes in the Committee's report.

Sounding Out Woods

Reports were that yesterday's meeting heard that the MPAA is sounding out Committee chairman Wood concerning his attitude toward arranging such a meeting.

It was also reported that individual company officials are preparing for MPAA's consideration a program of industry action to answer and counteract charges and criticism involving Hollywood employment of Communists and fellow-travelers. The suggestions were said to range over a wide variety of counter-moves and positive action and which among them might ultimately be adopted was not predictable.

Indications are that a definite industry program will evolve in the next few weeks from a succession of meetings similar to those held in Washington and here this week.

Pay Hike Effective

(*Continued from page* 1)

and that the new contract calls for a general wage increase averaging 10½ per cent. The IATSE local won over the workers from the Screen Office and Professional Employes Guild at a National Labor Relations Board election last November.

Expiration date of the contract is November, 1953. Provision is made for an additional increase in November of this year, however, if the cost-of-living index shows a significant increase at that time.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SINGIN' IN THE RAIN"
Gene KELLY Donald O'CONNOR Debbie REYNOLDS
Color by TECHNICOLOR - An M-G-M Picture
plus The Glorious Easter Stage Show

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL in
Meet DANNY WILSON
in person FRANK SINATRA
FRANK FONTAINE
JUNE HUTTON
BUDDY RICH And His Orchestra
PARAMOUNT
Midnight Feature Nightly

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TARZAN TIME IS HERE AGAIN!

—AND THIS YEAR'S ALL NEW TARZAN THRILLER brings Tarzan fighting his way against fang, claw and treachery... against white killers and the taboo of a fortune in diamonds!



Edgar Rice Burroughs'

TARZAN'S SAVAGE FURY

starring

LEX BARKER · DOROTHY HART · PATRIC KNOWLES
CHARLES KORVIN and introducing TOMMY CARLTON

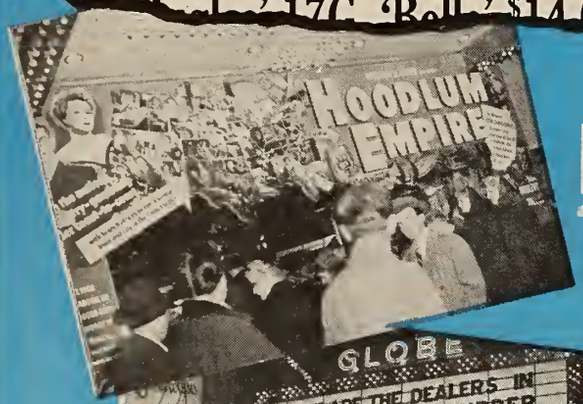
Produced by SOL LESSER · Directed by CYRIL ENDFIELD
Screenplay by CYRIL HUME and HANS JACOBY & SHIRLEY WHITE

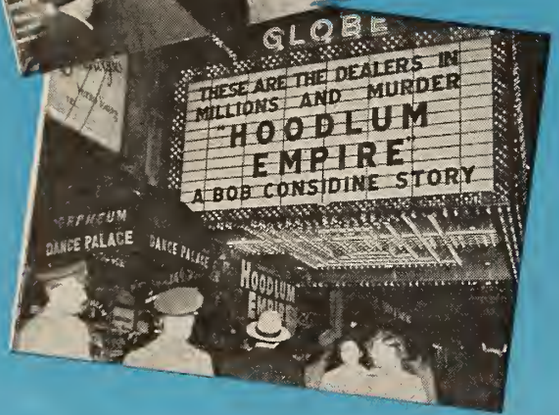
Distributed by RKO RADIO PICTURES

THE BIG PAY-OFF FOR T

VARIETY

B'way Picks Up; 'Hoodlum' Very Good 19G,



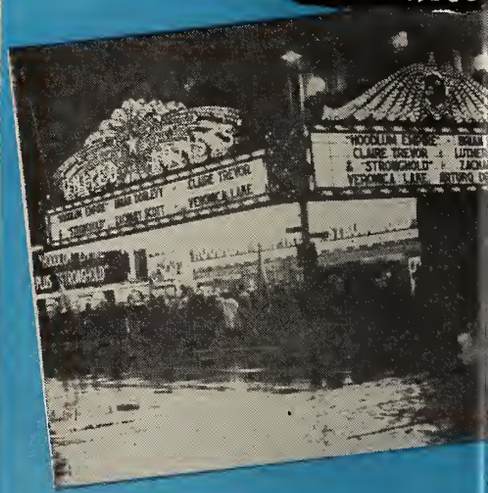


NEW YORK
GLOBE

"pacing the field"

HEADING FOR HOLDOVER BUSINESS!

New Pix Help Ch



"Smash

HERBERT J. YATES presents

HOODLU

A BOB

starring

BRIAN DONLEVY · CLAIRE
LUTHER ADLER · JOHN RUS
RICHARD JAECKEL · RICHARD BENEDICT · Sc

A REPUBLIC

HEATRES EVERYWHERE!

VARIETY

Hoodlum' Sock 22G, | the jour handed epoch life

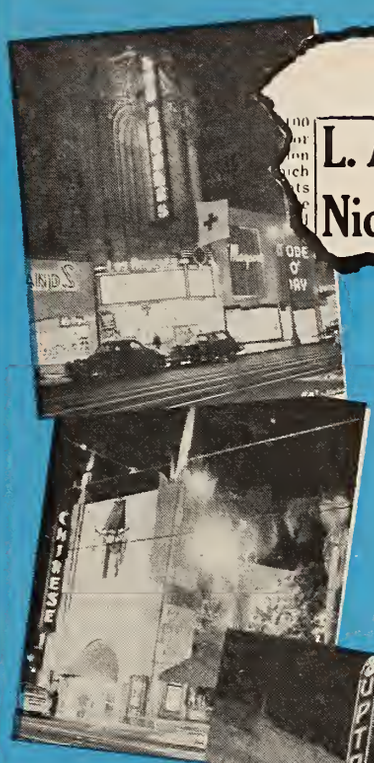
CHICAGO

UNITED ARTISTS

biz"

VARIETY

L. A. Uneven; 'Hoodlum'
Nice $24,000, 'Belle' T



LOS ANGELES

CHINESE, UPTOWN, LOS ANGELES and LOYOLA



"Shapes good"

M EMPIRE

CONSIDINE STORY

TREVOR · VERA RALSTON · FORREST TUCKER

SELL with GENE LOCKHART · GRANT WITHERS · TAYLOR HOLMES

n Play By BRUCE MANNING *and* BOB CONSIDINE · *Associate Producer-Director* JOSEPH KANE

PICTURE Republic Pictures Corporation

UA Concludes 6th Regional Meet

ST. LOUIS, April 3.—The sixth of United Artists' regional sales meetings closed today after a detailed analysis of UA's progress and plans for the immediate future were given to members of UA's sales and office staffs of St. Louis, Omaha, Dallas and Kansas City, by William J. Heineman and Max Youngstein vice-presidents.

The two-day meetings were attended by the following: from St. Louis, F. J. Lee, branch manager and salesmen, Tedeco, Buschmann, Lyons, Stevens and Ditzenberg; from Omaha, D. V. McLucas, branch manager; E. L. Hansen, office manager, and salesmen Reiss, Blubaugh, and Dudelson; from Dallas, T. E. Laird, branch manager; R. Sachs, office manager and salesmen Barber, Backus, Craver and Emenheisen; from Kansas City: R. Amacher, branch manager; M. Truog, office manager and salesmen Bradford and Deen.

Milton E. Cohen, Western-Southern sales manager, also attended.

Ochs Drive-ins to Avoid Giveaways

CLEVELAND, April 3.—The Ochs circuit of drive-ins in the U. S. and Canada will not advance admission scales this season, it was disclosed at a company meeting at the General Brock Hotel at Niagara Falls. Also, the policy of confining entertainment to motion pictures without give-aways, merchant promotions or any "gimmicks" was decided. All managers and refreshment arcade personnel attended.

Review

"Sound Off"

(*Columbia*)

MICKEY ROONEY as a rash, nightclub comedian who suddenly finds himself a draftee in the U. S. Army, is a good entertainer in "Sound Off." The film, done in SuperCinecolor, sparkles with a number of songs, among them "It's the Beast in Me," and "Home Sweet Home in the Army."

It is a musical with the Army serving as the motif. The familiar sequences concerning the tough top sergeant, the fatigue of maneuvers and the nightmares of injections are all present. Added zest is furnished by the comic utilization of Rooney's diminutive stature.

In the lively opening nightclub scene, laughs are drawn with Rooney singing "It's the Beast in Me," surrounded by towering, beautiful showgirls. In the Army, Rooney's size lends credence to his Sad Sack role.

The romantic angle is supplied by Anne James, who portrays an Army nurse finally won over by Rooney. The courting, to be sure, doesn't run very smoothly. Obstacles such as competition furnished by a major, confinement to barracks, and Rooney's own immaturity all have to be overcome.

Other songs include the familiar "Sound Off," by Willie Lee Duckworth, and "Blow Your Own Horn," by Rooney.

Jonie Taps produced, and Richard Quine directed, from a screenplay written by Quine and Blake Edwards. Others in the cast include Sammy White, John Archer, Gordon Jones and Wally Cassell.

Running time, 83 minutes. General audience classification. For May release.

MURRAY HOROWITZ

Variety Convention Plans Consolidated

LAS VEGAS, April 3.—Plans for the forthcoming 16th annual convention of International Variety Clubs have been consolidated by Jake Kozloff, general chairman; Ben Goffstein, local chief barker, and Wilbur Clark, convention journal chairman.

The convention will be held here April 28 through May 1. Registration will be closed during the last week in April.

'Beanstalk' Stars in Paterson Sendoff

Bud Abbott and Lou Costello will make personal appearances at the Fabian Theatre in Paterson, N. J., tomorrow evening at the opening of their new film, "Jack and the Beanstalk," teeing off a 15-city personal appearance tour.

Eighteen business establishments in Paterson served as box-offices for the performance of their native son, Costello, and his partner.

Trust Suits

(*Continued from page* 1)

J. McFarland. It charges that Anderson Theatres was given clearance over the State by all eight distributors who allegedly refused to give the State the opportunity to bid for pictures between Aug. 1, 1944 and Sept. 1, 1947 and asks $135,000 in damages. Anderson was named as co-conspirator.

3 Similar Suits

Three similar suits against the eight majors, B. and K., Warner Theatres and Warner Circuit Management were filed by Mrs. Phyllis Seymour who with her husband operated the Glen Theatre in Glen Ellen, Ill. from 1937-1948, claiming they were held back on the first week of general release 66 days after the first Loop run and are asking $600,000; the Tivoli in Downer's Grove, Ill., operated by the Downer's Theatre Corp., claims it was held back for three weeks, 59 days after first-run, in August, 1944 to January, 1948, and asks $330,000; the Ellemo Theatre Corp., operating the Harvard Theatre in 1937-1948, claims it was held back the first week of general release, 66 days after first-run, and is seeking $390,000.

The East Side Theatre Corp., which operated the East Side Theatre here from September, 1937 to January, 1948, asks for $630,000, claiming it was held back the first week of general release to favor Warner and Balaban and Katz on the South Side, and Commercial Theatres, operated by a partnership consisting of Manta and Rose, James C. Coston and H. and E. Balaban. The partners were named as co-conspirators.

PARAMOUNT TRADE SHOWS

Monday, April 7, 1952

• • •

THE Atomic City

with

GENE BARRY • LYDIA CLARKE
MICHAEL MOORE • NANCY GATES
LEE AAKER

Produced by JOSEPH SISTROM
Directed by JERRY HOPPER
Written by SYDNEY BOEHM

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadwoy	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Wolton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 Eost 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenpart Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevord of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st Sauth Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 67 NEW YORK, U. S. A., MONDAY, APRIL 7, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE Motion Picture Association is well advised in undertaking to devise a program of industry action which will make clear to the public the industry's official position on employment of known or suspected communists in Hollywood.

The time for defensive tactics and for rebuttal to both official and unofficial criticism has passed.

The situation grows increasingly serious.

What is needed now is positive, affirmative action on a variety of public fronts; action which must make clear to the public exactly where the industry stands.

In the light of reports coming out of Hollywood of more names, important ones, of those who were members of the communist party, if even temporarily, it is all the more important that the industry convey to the public as quickly as possible that its official stand is firm and uncompromising on the subject.

•

Communists did infiltrate the production community, no matter to what limited extent and irrespective of a failure to influence the content of films.

The public needs to know that it was done despite the efforts of the industry to prevent it and that at great legal and financial risk to itself, the industry has been and will continue to purge itself of communists just as rapidly as they can be identified.

The industry need not be made suspect, as is being done, merely because, like so many another industry, it was the object of communist infiltration. The line between a willing and an unwilling victim is sharp.

Public sympathy today is with those industries, labor organizations, public institutions and numerous other groups which, once communist-ridden, have made the fight and succeeded in ridding themselves of the unwanted invaders.

Contractual and other problems, not to mention the absence of effective law or legislation on the subject, make Hollywood's problem more difficult and complicated than that which faced others.

But the public must know where the industry stands and that it is making a genuine effort.

Film 'Reds' A Concern to Congress and Public, Sen. Nixon Says, Hailing Hughes

Washington, April 6.—"The demonstrated activity of Communists within the motion picture industry is a matter of concern to members of Congress and loyal Americans everywhere," Senator Richard M. Nixon (R. Cal.) asserts in a statement in the *Congressional Record* praising Howard Hughes for his stand in the Paul Jarrico-Screen Writers Guild dispute.

"Hughes' stand," Nixon stated, "is deserving of the approval of every man and woman in the nation. He is attempting to establish that no industry need support those whose loyalty to the country is questionable. Hughes is showing the way for all industry to stamp out subversion. The forces he has rallied will give the industry the inspiration it needs to follow his example."

Jarrico has filed a $350,000 counter-suit against RKO Pictures and Hughes over the disputed screen credit and compensation on "The Las Vegas Story." Hughes contends Jarrico's work was eliminated from the picture because of the latter's refusal to answer questions of the House Un-American Activities Committee concerning Communist membership. Hughes also defied the SWG to call a writers' strike at RKO after the Guild stepped into the case on Jarrico's behalf.

$1,000,000 Rise Tallied In Taxes on Admissions

WASHINGTON, April 6.—General admission tax collections in February, reflecting January business, were almost $1,000,000 ahead of February, 1951 collections, the Bureau of International Revenue reported today.

It is said collections last February amounted to $23,891,494, compared with $22,962,436 in February, 1951.

This was the first time in four months that current collections exceeded those of a year ago.

February collections were better than $1,000,000 ahead of the January, 1952 collections. Usually, collections fall off between January and February.

The general admission figures include collections on admissions to sports events, concerts, legitimate theatres and other events, as well as to motion picture theatres. They do not, however, include roof garden and cabaret taxes nor taxes on various leases and brokers' sales. Total admission tax collections, including all

(Continued on page 3)

Bergman Speaking Tour to Cover 14 Cities in Ohio

The industry goodwill speaking tour of Maurice Bergman, Universal-International executive in charge of exhibitor and public relations, will take him to 14 cities and towns in Ohio, it was disclosed here at the weekend. The tour is under the sponsorship of the Council of Motion Picture Organizations.

In each of the towns Bergman will deliver an address in behalf of the

(Continued on page 3)

Johnston to Coast; May Air Red Policy

WASHINGTON, April 6.—Eric Johnston, president of the Motion Picture Association of America, is scheduled to leave for Hollywood at the end of the week for further meetings with the Association of Motion Picture Producers.

Indications are that West Coast members will be brought up-to-date by Johnston on the industry's current plans for devising policies to counter-

(Continued on page 3)

Movietime on Grand Central Colorama

"Movietime U.S.A." and the industry will be advertised to millions of commuters beginning Wednesday when Eastman Kodak will change the copy on its colorama in the concourse of Grand Central Terminal to show the relationship between Eastman film and the industry.

The use of the colorama to advertise "Movietime U.S.A." was negotiated by Leon Bamberger, sales pro-

(Continued on page 3)

Convene Today On Naming COMPO Head

7 Nominators Will Meet In N.Y. to Fill Vacancy

The Council of Motion Picture Organizations nominating committee will meeet at COMPO headquarters here this afternoon for the purpose of nominating a president of the industry agency to succeed Ned E. Depinet, who retired from the office at the annual COMPO board meeting in February.

Scheduled to be present at the meeting will be committee chairman Jack Alicoate, James Mulvey, Harry Brandt, Barney Balaban, Gael Sullivan, Leo Brecher and Wilbur Snaper. Alan Rivkin and H. V. (Rotus) Harvey, who are on the Coast, and Trueman T. Rembusch, of Franklin, Ind., and R. J. O'Donnell of Dallas, are expected to be the only committee members who will be unable to attend. Snaper will represent Rembusch.

During the meeting Alicoate will

(Continued on page 3)

O'Donnell, Cole to Meet on Tax Fight

Robert J. O'Donnell, head of Interstate Theatres of Texas and co-chairman of the taxation committee of the Council of Motion Picture Organizations, who arrived in New York on Friday from a vacation trip abroad, will confer in Dallas this week with Col. H. A. Cole, COMPO committee co-chairman, to set plans for a full-fledged meeting of their group.

O'Donnell at once headed for Dallas upon his arrival here aboard the *S. S. Independence.* The taxation committee will decide on the advisability of launching a COMPO campaign against Federal, state and local admission taxes.

TNT Sparks Talks For Walcott Bout

Exploratory talks concerning a theatre telecast of the Jersey Joe Walcott-Ezzard Charles heavyweight title bout, slated to be held in Philadelphia on June 5 or 9, are now underway.

The principals in the negotiations are Theatre Network Television and the International Boxing Club, under whose auspices the fight will be held.

Personal Mention

E. S. GREGG, vice-president and general manager of the Westrex Corp., has returned here from an extended visit to Westrex subsidiaries in various parts of the world.

•

MILTON PLATT, newly-appointed assistant to NAT LEVY, RKO Radio Eastern division sales manager, will accompany LEVY and SID KRAMER, short subject sales manager, to New Haven and Boston today.

•

MAURICE SILVERSTEIN, regional director of Latin America for Loew's International Corp., returned to his Mexico City headquarters at the weekend from New York.

•

FRANK LOESSER, composer of the musical score of Samuel Goldwyn's "Hans Christian Andersen" has arrived here from the Coast en route to Europe.

•

JULES LEVEY, producer, is now a grandfather. His daughter, MRS. LESTER COOPER, recently gave birth to a daughter, KIM MEYRL.

•

A. A. WARD, executive vice-president of Altec Lansing Corp., has returned here from the recent NARTB convention in Chicago.

•

HERMAN M. LEVY, general counsel of the Theatre Owners of America, was in New York at the weekend from New Haven.

•

EDITH LYNCH, RKO Radio publicist in Hollywood, who had been in New York for a week, has returned to the Coast.

•

BETTY HUTTON and her new husband, CHARLES O'CURRAN, will arrive in New York tonight from Los Angeles.

•

PHILIP GERARD, Universal Eastern publicity manager, was in Washington Friday from New York.

•

FRANK H. DURKEE, head of Durkee Enterprises, Baltimore, has returned to that city from a Florida vacation.

•

MORRIS MECHANIC, owner of the New Theatre in Baltimore, will leave there this week for Miami Beach.

•

VITTORIO MATTEA, RKO Radio manager in Italy, has left New York for Rome.

•

DAVE CANTOR, RKO Radio field man, will be in Atlanta today.

$6,100 Gross for 'Apache'

CHICAGO, April 6.—"The Battle At Apache Pass," with color in Technicolor, which had a premiere at the State Lake Theatre here, is understood to have opened to a $6,100 gross, said to be a record for any Universal picture to play the house, topping "Bend of the River" and "Harvey." "Apache Pass" is booked to open in more than 600 situations from Coast-to-Coast during April.

'Now It's Trouble That's Super-Colossal in TV'

If *Life* magazine is as well informed about what's doing in television as it would have its readers believe, its editors' faces should be crimson about now.

A little over seven months after it reported television had motion pictures hanging on the ropes, and a month after it attempted to amend that report by stating motion pictures might survive, but only in an almost unrecognizable state, the television industry crosses up its vociferous champion by going into an economic tailspin of serious proportions.

Program costs, no stranger to Hollywood, which have been threatening for long to catch up with TV, is the villain of the piece as sponsor after sponsor throws in the sponge.

The N. Y. *Journal-American* reported that the following sponsors are forsaking TV as current contracts expire: Pepsi-Cola (the Faye Emerson show) CBS-TV; General Foods, Admiral Corp., Kaiser-Fraser, Esso, Toni Co. and Cluett, Peabody Co. It was said that the following are considering taking similar action: Johns-Manville and Reichold Chemical Corp.

Increasing doubt among advertisers that the living-room screen is the best place to sell their wares also was given as the reason for the bow-out of some.

McGranery Judge in NSS Trust Action

Among the cases new U. S. Attorney-General James P. McGranery had pending before him as a Federal judge in Philadelphia, the post he relinquished to succeed ousted Attorney-General J. Howard McGrath, was the anti-trust suit brought against National Screen Service by a group of Philadelphia exhibitors. It is expected that the chief Federal judge there soon will appoint another jurist to preside over the action which is in the motions-before-trial stage.

Earlier in his legal career McGranery was an attorney in the Justice Department in Washington.

Freeman, Editors Confer on 'John'

SAN FRANCISCO, April 6.—A meeting to explore plans for the local presentation of Paramount's "My Son, John" was held here over the weekend, attended by publishers, editors and drama critics of six newspapers and Y. Frank Freeman, Paramount vice-president and studio head, and Leo McCarey, producer-director-author of the film.

Editors present represented the *Examiner, Chronicle, Call-Bulletin, News*, Oakland *Tribune*, and the San Francisco *Catholic Monitor*.

Moore in TV Sales

Thomas W. Moore has been appointed head of CBS television film sales in Hollywood, Fred J. Mahlstedt, director of CBS-TV film sales, disclosed here.

Mull Theatre TV Of Summer Stock

Utilization of New England summer stock houses to theatre televise legitimate stage shows of the Theatre Guild is under active consideration, Guild officials disclose here.

A Guild spokesman, asked what progress has been made since the organization's initial announcement months ago that it was negotiating with United Paramount Theatres, said its study of the project was going ahead. He described the situation as "complex," but expressed hope that eventually the project would be realized.

Films' Impact on TV NTFC Forum Topic

The National Television Film Council will hold its quarterly forum on Wednesday at the Hotel Warwick here, with the entire agenda slanted to the increasing role that films play in television programming, it was reported here by Melvin L. Gold, NTFC president. Dr. A. N. Goldsmith, chief consultant of RCA and identified with the development of color television, will be the principal speaker at a luncheon set as part of the day's activities.

There will be three separate forums. A distribution forum at 10 A.M. will be addressed by TV film producer Marion Parsonet. At 1:30 P.M., Eugene Katz, president of the Katz agency, station representatives, will address the production forum on the kind of films suitable for TV. A station forum at 3:30 will hear NBC producer Carolyn Burke on the integration of films in "live" shows.

All program activities are being handled by Dave Bader, chairman of the program committee, under the executive supervision of David Savage, national film director for CBS and NTFC vice-president.

Muzak 'Song' Tribute

A total of 225 cities on Saturday presented to a total audience, estimated at over 19,000,000 a day-long Muzak salute to "With A Song in My Heart," 20th Century-Fox reports. The film tribute, presented in more than 10,000 restaurant, office, and factory accounts in cities from Coast-to-Coast, marked the most intensive Muzak backing of a motion picture, it was said.

Betty Hutton Party

Betty Hutton, star of the Palace Theatre's new bill opening Saturday, will meet press representatives and others at a cocktail party in her Hampshire House suite here tomorrow.

Newsreel Parade

QUEEN JULIANA in Washington and the Presidential race are current newsreel highlights. Other items include the Morris-McGrath feud and sports. Complete contents follow:

MOVIETONE NEWS, No. 29 — Queen Juliana arrives here. Taft. Kefauver win in primaries. McGrath and Morris. A-bomb test. Trieste Italians in protest riot. New U. S. submarine. 100,000 G.I.'s back home. Ice champ. Motorcycle race.

NEWS OF THE DAY, No. 263—McGrath and Morris. Queen Juliana welcomed to U. S. Taft scores in primaries. Window washing deluxe. Some 100,000 Korea vets home. Skating queen from France.

PARAMOUNT NEWS, No. 66—Washington welcomes Queen Juliana. McGrath-Morris Washington upheaval. Taft again a top Presidential contender. Clyde Lovellette hailed as basketball's Mr. Big.

TELENEWS DIGEST, No. 14-B—Taft back in the race. Queen Juliana arrives. Japan: Anti-Red drive. New submarine. Danger spots in Malaya. Beethoven anniversary. Tokyo Crown Prince Akihito graduates from high school. Tennis.

UNIVERSAL NEWS, No. 549—Washington welcomes Juliana. 100,000 vets return from Korea. Window washer. New film faces. Sports flashes: ice skating champ. Motorcycle mud race.

WARNER PATHE NEWS, No. 67—Washington news; McGrath and Morris in upheaval. Ambassador Kennan. Queen Juliana. Tidal wave in France. Ambassador MacVeagh. New window building. Sports flashes: basketball.

Bader in Charge of Pioneers Publicity

David A. Bader, veteran industry publicist, has been named national publicity director of the Motion Picture Pioneers and the Foundation of Motion Picture Pioneers, it was disclosed here at the weekend by Jack Cohn, president of both organizations.

Bader, former president of the Associated Motion Picture Advertisers, has been engaged in various motion picture projects here and abroad for the past 30 years. He will work with Marvin Kirsch, Pioneers vice-president, and Harry Takiff, secretary-treasurer.

'Faithful' Opening To Be Televised

Tonight's world premiere of "Faithful City," an Israeli-made RKO Radio release, at the Park Avenue Theatre here, will be televised over WJZ-TV from 8:30 to 9:30, with John Conte interviewing stars and other celebrities.

Reception for Eban

RKO Radio will be host at a reception at the Hotel Pierre for Ambassador and Mrs. Abba Eban of Israel, following the premiere of "Faithful City" at the Park Ave. Theatre here tonight.

Rivoli Retains Rudich

Nat Rudich, radio and television producer and publicist, has been retained to direct the radio and television campaign for the opening Thursday at the Rivoli Theatre here of "Valley of the Eagles," it was announced by Montague Salmon, managing director of the house.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Harry McWilliams Is Nominated to Head AMPA Again

Harry K. McWilliams, exploitation chief of Columbia Pictures, has been nominated to succeed himself as president of the Associated Motion Picture Advertisers for another one-year term, it was announced here at the weekend by Ray Gallagher, nominating committee chairman and advertising manager of *Motion Picture Herald*.

Election of officers will be the principal business at the annual AMPA luncheon-meeting scheduled for April 24 at Trader Tom's Steak House here. The meeting will also discuss plans which McWilliams has fostered for the establishment of an AMPA school to train industry workers in the techniques of advertising, publicity and exploitation.

Other nominees are: Lige Brien, vice-president; Albert Floersheimer, Jr., treasurer; Edgar Goth, secretary, and Marjorie Harker, David Bader and Chester Friedman, trustees. Nominated to membership on the board of directors are McWilliams, Brien, Floersheimer, Goth, Miriam Brandon Moses, Gordon White, Blanche Livingston, Vincent Trotta and Rutgers Neilson.

Bergman Tour

(*Continued from page* 1)

industry before a service club or a similar civic organization. Bergman's schedule, as worked out by Robert A. Wile, secretary of the Independent Theatre Owners of Ohio, in cooperation with local theatre managers, follows:

May 5, Kiwanis Club of Mt. Vernon and Rotary Club of Martins Ferry; May 6, luncheon of the Kiwanis Club of Bellaire; May 7, luncheon, Kiwanis Club, Mt. Gilead; May 8, luncheon, Lions Club, Defiance; May 9, Shriners luncheon, Akron; Sunday, May 11, television appearance on Town Meeting of the Air, over WBNS-TV at Columbus; May 12, luncheon, Rotary Club, New London and dinner of the Lions Club of Elyria; May 13, luncheon, Rotary Club, Troy; May 14, luncheon, Kiwanis Club, Coshocton; May 15, Rotary Club luncheon, Bellefontaine, and a speech at Bowling Green University at Bowling Green later in the afternoon and another before the Bowling Green Rotary Club in the evening; May 16, Lions Club luncheon, Marietta.

Four Dates Set for 'San Francisco Story'

The Western kickoff of "The San Francisco Story," starring Joel McCrea and Yvonne DeCarlo, has been set for the Fox Theatre in San Francisco on Wednesday, April 30. The picture will also get underway on the same date in the Carolinas, opening in Winston Salem and High Point. It will be followed with a May 4 opening in Charlotte. The New York Warner Theatre opening has been tentatively set for May 9.

Bacon an Independent

HOLLYWOOD, April 6. — Lloyd Bacon's first independent production will be "Cabin on the Hill." The production and distribution set-up will be similar to that for "The Sullivans," which he made a few years ago.

Reviews

"Oklahoma Annie"

(*Republic*)

JUDY CANOVA, following the footsteps of her grandmother, a gun-totin' sheriff, brings law and order to the West in "Oklahoma Annie." Typical Canova fare, the picture is sprayed with gags, songs, and excitement of a conventional type. Color by Trucolor enhances considerably the overall effect.

Judy is the operator of a general store, operating two jumps ahead of a bank foreclosure. When some of her hard-earned cash is lost by a couple of cronies in a crooked gambling hall, Judy organizes women volunteers to bring law and order to the community. To prove her worth to John Russell, the handsome sheriff, Judy captures a local bandit and becomes deputy sheriff. Her campaign on the side of the law, however, is hampered to a great extent by the fact that the town commissioner actually is the brains of the local crime syndicate, and to a somewhat lesser but more entertaining extent by her own gullibility.

A rip-roaring climax finds Judy leading the women volunteers in a hilariously successful hatchet raid on the gambling saloon where the gamblers are holding the sheriff prisoner.

Besides doing her duty as she sees "fittin'," Judy finds time to sing "Blow the Whistle," "Have You Ever Been Lonely" and "Oh Dear, What Can the Matter Be?"—all to pleasant effect. Further funny business is provided by Emmett (Pappy) Lynn and Housely Stevenson as a couple of old prospecting pals of Judy, Allen Jenkins and Fuzzy Knight. Roy Barcroft and Grant Withers play the "heavies." The screenplay, by Jack Townley, from a story by Townley and Charles E. Roberts, was directed by R. G. Springsteen. Sidney Picker was associate producer.

Running time, 90 minutes. General audience classification. March release.

"Laramie Mountains"

(*Columbia*)

CHARLES STARRETT, doubling as the Durango Kid, plays a government agent who sets out to prevent the outbreak of a general Indian war, threatened as a result of ostensible Indian raids on white wagon-trains. What the well-meaning but trigger- happy U. S. cavalry doesn't know, however, is that the raids actually have been staged by white outlaws and made to appear the work of Indians.

Starrett, slipping into his Durango disguise from time to time, soon realizes that both the cavalry and the Indians are being goaded into battle but not until three quarters of the way through the picture does he find out that gold on Indian land is the reason and a couple of crooked cavalry scouts the culprits. In the meantime, the cavalry officers have decided that Starrett himself is in league with the Indians, a fact which only quick thinking and some aid from Smiley Burnette dispell. The end finds the villains dead after a furious battle, peace restored and a white "Indian" brave (a pal of Durango's), identified as the long-lost son of a famous Army Colonel. The latter is appointed administrator of the Indians' new-found wealth.

Barry Shipman's script contains few surprises and somewhat less action than is customary in this series. Burnette, as an Army cook, sings a couple of songs with comic effect. Jack Mahoney as the white Indian and Rory Mallinson and Zon Murray as the villains are adequate. Ray Nazarro directed and Colbert Clark produced.

Running time, 54 minutes. General audience classification. April release.

'Movietime'

(*Continued from page* 1)

motion manager of RKO Pictures. Assigned to one of the promotion jobs of the Movietime campaign last October, Bamberger immediately got in touch with William J. German, general distributor of Eastman film to the industry, and through him proposed to Ted Curtis, vice-president of Eastman, that the colorama be used to help the Movietime campaign. Since scores of patriotic and charitable organizations were also seeking a tie-up with the colorama, it took several months for Eastman to work out a formula that would be suitable.

Colorama Has 3 Panels

The big center panel of the colorama will be devoted to a scene showing a motion picture being shot in a studio. One of the side panels will picture the front of a theatre which bears a display, "Movietime, U.S.A.," and the other side panel will show a film editor at work. Across the bottom of the colorama will be a legend, "Good Entertainment Comes to You On Kodak Film."

Erected nearly a year ago, the colorama has been a sensation in the advertising world, as it is viewed daily by millions of commuters.

Johnston to Coast

(*Continued from page* 1)

act the increasing criticism of Hollywood for alleged laxity in terminating the employment of Communists and fellow travelers.

The meetings with studio heads, which follow similar sessions here and in New York, are scheduled to start next Monday. Currently, Johnston plans to make a West Coast visit on a monthly schedule. However, during May, he may go to Paris to participate in the negotiation of a new French import agreement on motion pictures to replace the current pact, expiring June 30.

If there is any delay in the start of the Federal Communications Commission hearings on allocation of television wave lengths to the industry, now scheduled for May 5, Johnston might be unable to make the trip to France, it was pointed out, as he is scheduled to be among the first to testify at the FCC hearings.

Ticket Tax

(*Continued from page* 1)

of these items, amounted to $27,963,446 in February this year, compared with $26,711,774 in February a year ago.

1,089 Lbs. of Scrap From Four States

Minneapolis, April 6.—Some 1,089 pounds of drippings have been retrieved by theatre projectionists in Minnesota, North Dakota, Eastern South Dakota and Western Wisconsin, since the copper drippings salvage program was launched at the urging of the National Production Authority.

Brought to Minneapolis by film carriers, the drippings are disposed of as scrap. The proceeds go to the welfare fund of the local Variety Club. The drippings come from the copper coating of arc light carbons used in projection machines. The residue is about 94 per cent pure copper and formerly was junked.

Compo Nominators

(*Continued from page* 1)

communicate with the four absent members by telephone to secure their advice with regard to committee action.

The committee will be concerned also with naming an executive vice-president to succeed Arthur L. Mayer, who has scheduled his departure from COMPO for May 1. However, that post is expected to be filled only after selection of and consultation with a new presidential nominee.

If the group cannot agree on a new president, consideration reportedly will be given to naming a governing board of perhaps three individuals to administer the affairs of the organization until a president can be named.

Negotiate for TESMA's Admission Into Compo

Negotiations for the admission of the Theatre Equipment and Supply Manufacturers Association as a member of COMPO were begun Friday at a conference held by Arthur L. Mayer and Robert W. Coyne, representing the Council of Motion Picture Organizations, and J. R. Hoff of Omaha and V. J. Nolan of New York, representing TESMA. Further conferences will be held with the COMPO membership committee.

Membership in the all-industry agency was offered TESMA and the Theatre Equipment Dealers Association at the COMPO executive committee meeting on Feb. 21 in New York, when $500 was set as the admission fee for each group, with the amount of their annual dues to be determined later. TEDA has already accepted the offer and has filed its admission fee, naming Ray G. Colvin of St. Louis as its representative on the COMPO board of directors.

Danny Kaye At Father's Funeral

Danny Kaye, accompanied by his wife, Sylvia Fine, arrived in New York from Hollywood by plane on Friday to attend the funeral of his father, Jacob Kaminsky, at Mt. Zion Cemetery in Maspeth, Queens. Kaye was in the midst of his lead part in Samuel Goldwyn's production of "Hans Christian Andersen" in Hollywood when summoned East.

LEO McCAREY'S

MY SON JOHN

Is The R

starring

HELEN HAYES VAN HEFLIN
ROBERT WALKER DEAN JAGGER

Screenplay by Myles Connolly and Leo McCarey
Adaptation by John Lee Mahin • Produced and Directed by Leo McCarey

Smart Showmen Want To Catch Up With "John" Right Now Because:

"It will prove one of the industry's biggest drawing cards."
(*Showmen's T. R.*)

"It generates tension that builds to almost unbearable suspense."
(*Hollywood Reporter*)

"It's Producer Leo McCarey's most excellent screen effort."
(*Film Daily*)

"Helen Hayes rates in the 1952 Academy Award sweepstakes."
(*M. P. Herald*)



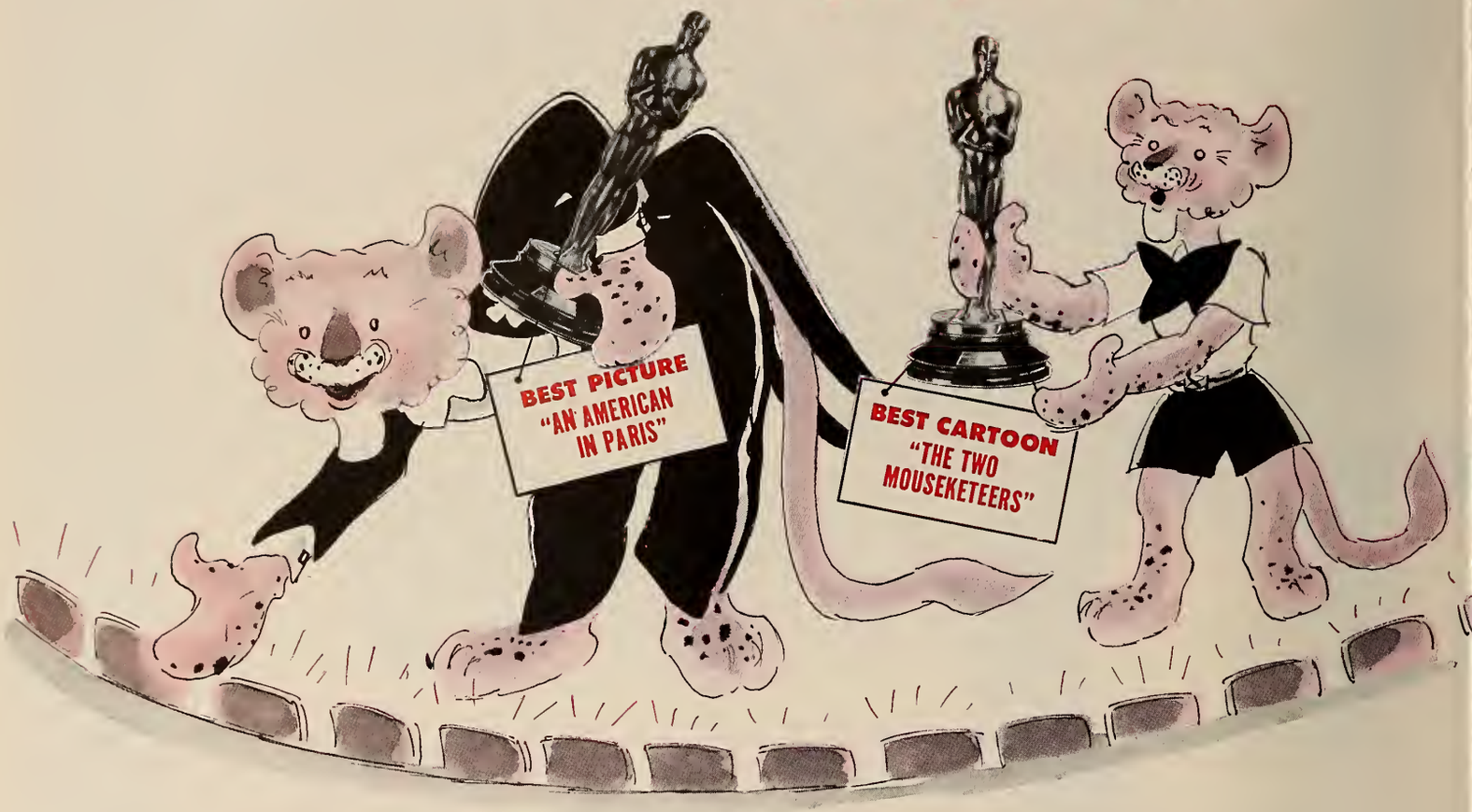
un-Away Dating Champion Today...

NEW YORK IS SET!
KANSAS CITY IS SET!
WASHINGTON IS SET!
NEW HAVEN IS SET!
BUFFALO IS SET!
BALTIMORE IS SET!
SAN FRANCISCO IS SET!
ATLANTA IS SET!
DENVER IS SET!
HARTFORD IS SET!
CHARLOTTE IS SET!
SCORES OF OTHER TOWNS ARE SET!

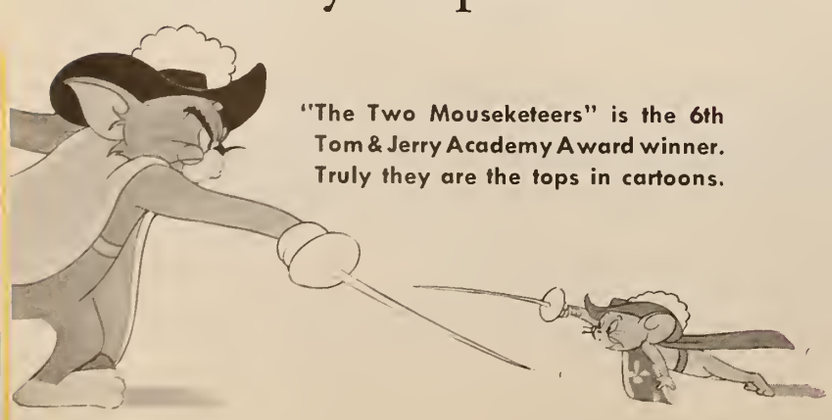
And PARAMOUNT Is Set

with a really great ad campaign—and
all kinds of pre-selling excitement!

"Stop taking all the bows, Pop. I won an Oscar too!"



The most delightful TECHNICOLOR cartoon comedy in years "THE TWO MOUSEKETEERS", a Tom and Jerry Technicolor short produced by Fred Quimby has been honored with the industry's highest accolade. Book it NOW while the news is hot. Advertise it in your lobby and ads. It's a PLUS revenue builder that will enchant your patrons.



"The Two Mouseketeers" is the 6th Tom & Jerry Academy Award winner. Truly they are the tops in cartoons.

M-G-M's QUALITY SHORT SUBJECTS!

M-G-M TECHNICOLOR CARTOONS
(*including Tom & Jerry*)
GOLD MEDAL REPRINT CARTOONS
(*Color by Technicolor*)
PETE SMITH SPECIALTIES
FITZPATRICK TRAVELTALKS
(*Color by Technicolor*)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 68 NEW YORK, U. S. A., TUESDAY, ARIL 8, 1952 TEN CENTS

Rentals Issue In Arbitration Meet Spotlight

Distribution Is Set for April 22 Parley Here

With distribution's concept of arbitration possibilties now firmly fixed in the minds of the members of the sales managers' negotiating group in consequence of recent meetings among representatives of the 10 companies that have agreed to open talks here with exhibition on April 22, the question whether arbitration of rentals can be agreed upon still looms as the key to the outcome of the industry parley.

Allied States Association's insistence upon all-inclusive arbitration wherein rentals would figure prominently, and the Theatre Owners of America's proposal that film contract questions be made arbitrable, are known to have registered unfavorably with a number of the companies.

However, this does not mean that the distributor negotiating committee, which William F. Rodgers of Loew's heads, is of the opinion that agree-

(*Continued on page 7*)

Compo Nominators Consider 'Several'

At its meeting yesterday at Council of Motion Picture Organizations headquarters here, the COMPO nominating committee considered "several industry leaders" for the presidency of that organization.

A nomination was reserved until after another meeting of the committee, which will be held shortly. The committee, in the meantime, will approach those whose names have been

(*Continued on page 7*)

16 'U' Branches Over Quota in Sales Drive

Universal Pictures' 18 weeks "Nate J. Blumberg 40th Anniversary Sales Drive" entered its final four weeks yesterday with 16 out of the company's 31 domestic sales branches being over quota and four out of the six districts registering over quota, with weekly billings currently running comparable to the record totals achieved during last year's "Charles J. Feldman Sales Drive," Universal's

(*Continued on page 7*)

669,150 WB Shares To Be Retired as Result of Tenders

As a result of Warner Brothers' invitation to stockholders to tender stock, a total of approximately 669,150 shares of common will be purchased by the corporation, WB disclosed here yesterday.

The deadline for accepting tenders passed last Friday. For the second redemption of stock since last fall, the WB board of directors appropriated $10,000,000 and fixed a maximum price of $15 per share.

However, more than sufficient stock at below the maximum was tendered, it was added. The company disclosed that all valid tenders under $14.99 a share and approximately 71 per cent of the stock tendered at $14.99 a share will be accepted.

It was not revealed what proportion of the 200,000 shares which the

(*Continued on page 7*)

Hoblitzelle Sets Up 'O'Donnell Award'

DALLAS, April 7.—Karl Hoblitzelle head or Interstate Theatres, has established the "O'Donnell Theatre Award" of $1,000 and other valuable considerations, to be made annually in honor of Robert J. O'Donnell, general manager of Interstate.



Robert O'Donnell

Announcement of the award was made by Paul Short, representing the Texas Council of Motion Picture Organizations. The award, to begin in 1953, will be given to some individual for outstanding

(*Continued on page 7*)

$411,435 'U' Net For 13 Weeks

Universal Pictures and subsidiary companies report for the 13 weeks ended Feb. 2, 1952, consolidated earnings of $411,435, after provision of $280,000 for estimated Federal taxes. This compares with consolidated earnings of $107,130 for the corresponding period ended Jan. 27, 1951, after provision of $55,000 for estimated taxes.

After deducting dividends on preferred stock, consolidated earnings for

(*Continued on page 7*)

POSTPONE FILMS' VIDEO HEARINGS

Would Ask Congress To End TV 'Freeze'

Washington, April 7.—Sen. Ed Johnson, chairman of the Senate Commerce Committee, said he will introduce legislation in Congress to invalidate the Federal Communications Commission ban on new television stations if the FCC has not removed the ban by mid-April.

FCC Chairman Walker announced last week that the ban would be lifted "within two weeks."

Tamarin Is Named Assistant Ad Head

Alfred H. Tamarin, for the past five years United Artists' publicity manager at the home office, has been promoted to assistant national director of advertising, publicity and exploitation by Francis M. Winikus, national director. Tamarin moves up to the post held by Winikus before UA vice - president Max E. Youngstein enlarged the scope of his operations. Leon Roth, assistant publicity manager, is tentatively handling Tamarin's former post.



Alfred Tamarin

Under Winikus' direction, the assistant national director's post will

(*Continued on page 7*)

Hughes' Reason for Shutdown Is Scored

HOLLYWOOD, April 7.—The feeling spread through the production community today that Howard Hughes had overshot his mark in attributing the RKO studio shutdown solely to "Communism in Hollywood," and in so doing had placed other studios in an unwarrantedly dubious light.

Roy Brewer, IATSE international representative and chairman of the AFL Film Council, said: "The action and statement by RKO implies

(*Continued on page 6*)

Industry Bid for Own Channels Now May Be Delayed Until Autumn

WASHINGTON, April 7. — The Federal Communications Commission today announced postponement to an indefinite date the hearings on exclusive television channels for the industry, which had been scheduled for May 5 after several previous postponements.

The Commission announced that a new date for the motion picture industry hearings would be set "as soon as possible." Its explanation of the newest and, presumably, lengthy delay was that it is occasioned by the "pressure of other business."

Unofficial but usually well informed quarters believe that the postponement means the hearings will not be held until next fall.

FCC spokesmen emphasized that the new delay should not be interpreted as "killing" the film and theatre industry hearings on exclusive channels or as any reflection whatever on the merits of the industry's case. They insisted that the only reason for the delay is that the Commission is far

(*Continued on page 6*)

Merit of FCC Bid Still Stands: Fly

The indefinite postponement of the Federal Communications Commission's theatre television hearings "does not affect the merits of the industry's case," James Fly, TV attorney for the Motion Picture Association of America, commented here yesterday.

Fly, who just returned from a Florida vacation, described the postponement as a "procedural necessity."

Five Coast Circuits Close 'IA' Contract

LOS ANGELES, April 7. — Contract negotiations spearheaded by IATSE president Richard F. Walsh terminated in an agreement between five principal theatre circuits and IATSE Projectionists Local No. 150, covering a five-year period dating from last June 30, expiration date of the previous pact. Terms, withheld pending ratification by Local 150, are understood to provide wage increases within WSB limitations.

House Votes Deep Cuts in Funds for Overseas Program

WASHINGTON, April 7.—The House has voted very deep cuts in the funds requested for the U. S. State Department's overseas information program in the 12 months starting July 1.

Should the cuts be sustained by the Senate, they undoubtedly would force substantial retrenchment in the program of the International Motion Picture Division, although how much would not be known for many months.

Here's how it happened: The Department requested $133,272,914 for the information program in 1952-53. This included $10,600,000 for the regular film program, and $4,658,000 for a special film program of producing 18 feature films for theatrical distribution in the Near, Middle and Far East.

The House Appropriations Committee approved $11,066,000 of the total request. It specifically okayed the full $10,600,000 for the regular film program but also specifically eliminated the entire $4,658,000 special film program.

On the House floor, an amendment was offered to cut the total still further, to $86,575,000—just a fraction below the $87,236,881 appropriated for the program this year. The cut carried by a one-sided 160 to 109 vote. However, it was not specified how much of the additional cut should come in the film program and how much in the radio, press and other programs. In the current year, the film program has $10,225,230.

The House also cut out the full $36,727,086 requested for acquisition and construction of radio facilities—a separate item from the operating programs cut earlier.

Rise in U. S. Films In Ireland in '51

WASHINGTON, April 7.—U. S. features last year took over more of the market in Ireland than in 1950, the Commerce Department reports.

It said U. S. features accounted for 87 per cent of all features submitted for censorship in 1951, compared to 82 per cent the year before. There were 454 U. S. features submitted last year, Commerce declared.

Ray-Rocky Fight Film

The Sugar Ray Robinson-Rocky Graziano bout in Chicago on April 16 will be filmed by Joe Roberts, he reported here yesterday. The fight pictures, he added, will be ready for distribution to theatres the following day. The match will be televised for home consumption under the sponsorship of Pabst Brewing Co., but will not be available to sets in Chicago or on the Coast, according to Roberts.

Cinema, Mercury Split

BUFFALO, April 7.—The Cinema and the Mercury theatres have returned to separate management after having been under control of Mercury-Cinema, Inc. for the last nine weeks. The corporation, formed to operate the theatres jointly, was dissolved.

Personal Mention

JOSEPH SCHENCK, 20th Century-Fox production executive, has returned to New York from Miami.

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JOHN G. MCCARTHY, vice-president of the international division of the Motion Picture Association of America; SAMUEL ECKMAN, managing director of M-G-M Pictures, Ltd., London, and GLORIA DEHAVEN, will sail from here for Europe today on the *S. S. Queen Elizabeth.*

•

ERIC A. JOHNSTON, Motion Picture Association of America president, now in New York, will leave here for Hollywood next Sunday and will leave there the following Wednesday for Washington.

•

HARRY F. SHAW, division manager of Loew's Poli-New England Theatres, has been appointed to the Mayor's Conference on Community Understanding in New Haven.

•

NATHAN E. GOLDSTEIN, Springfield, Mass., circuit executive, and MRS. GOLDSTEIN, have returned there from a Florida vacation.

WOLFE COHEN, Warner Brothers general foreign manager, has returned here from a trip to the company's offices in the Far East.

•

JACK HIRSCHBERG, publicity representative for WILLIAM PERLBERG and GEORGE SEATON, has returned to Hollywood from New York.

•

JAMES A. FITZPATRICK is due here late this month from a tour of the Caribbean, South and North Africa and the Mediterranean.

•

SPERIE G. PERAKOS, district manager of Perakos Theatres, New Britain, Conn., has returned from a Washington visit.

•

NICK KOUNARIS, partner in the Kounaris and Tolis Theatres, at Meriden and Newington, Conn., is vacationing in Florida.

•

PHIL WILLIAMS, March of Time theatrical sales manager, is back in New York from a trip to Dallas, New Orleans and Jacksonville.

•

GEORGE CUKOR, M-G-M director, will leave here today for Europe.

SDG Here In Tribute To Britain's Manvell

Dr. Roger Manvell, director of the British Film Academy, film critic and author, last night was presented by the Eastern Screen Directors Guild with a "certificate of honor" and an honorary life membership "for his worldwide leadership in the development, appraisal and documentation of motion pictures." The award was presented by Guild president Jack Glenn at New York's Museum of Modern Art on the occasion of Manvell's lecture on "British and American Films."

The lecture, illustrated with excerpts from feature and documentary motion pictures, was followed by a discussion period in which many film leaders took part. Among those participating were Terry Ramsaye, consulting editor of *Motion Picture Herald;* Jean Benoit-Levy, French director now producing in America; Pare Lorentz, director of "The Plough that Broke the Plains"; Robert Montgomery, actor-producer-director, and Sir Gladwyn Jebb, United Kingdom Delegate to the United Nations. Paul Falkenberg was chairman.

Studio Craft Wages Continue to Rise

HOLLYWOOD, April 7. — Average weekly earnings of studio craft union workers increased in February for the second successive month, reflecting revisions made in basic contracts late in 1951, according to the monthly bulletin issued by the California Department of Industrial Relations. Average weekly earnings in February were $112.19, for an average work week of 41.6 hours. Figures for January were $110.90 for a 42-hour week. In February of 1951 workers averaged $99.69 for a 40.5-hour week, it was reported.

Levin Associates End N. Y. Meeting

Following a three-day regional conference in Chicago, Southern and Eastern executives of Jack H. Levin Associates yesterday concluded a similar three-day session at the home office here. Main topic of the parley was the Associates' forthcoming analysis of drive-in theatres.

Attending the New York meeting, which was headed by Jack Levin, were: Lewis B. Lawrence, director of the Southern division; Frank Park, director, South - Central division; George O'Heron, director, New England division; Nathan J. Morris, Eastern division, and Richard Malkin, home office executive.

U.A. Sales Meeting Opens in Chicago

CHICAGO, April 7.—The seventh of United Artists' Coast-to-Coast sales meetings being conducted by W. J. Heineman, distribution vice-president, and Max Youngstein, vice-president, will open here tomorrow. Members of the Minneapolis, Milwaukee, Indianapolis and local exchange will attend. Milton E. Cohen, Western and Southern sales manager, will also attend the session here.

Moguy, Amato Reception

Leonide Moguy and Giuseppe Amato, director and producer of the Italian film, "Tomorrow Is Too Late," will be guests this afternoon at a reception sponsored by the Motion Picture Association of America, Italian Films Export, and Joseph Burstyn, film importer. The reception will be held at the Hampshire House and will mark the presentation by *Parents' Magazine* of its first foreign film citation which is being awarded to the film.

Amend UPT Decree For 2 Situations In Massachusetts

An amendment to the Paramount consent decree, affecting the situation of United Paramount Theatres either in North Adams, Mass., or Springfield, Mass., was filed yesterday in New York Statutory Court.

The amendment, agreed upon by the Department of Justice and UPT, gives the theatre company a choice of acquiring ownership of the Paramount and Richmond in North Adams or the Broadway and Paramount in Springfield. Both are now partially owned by UPT.

If the circuit chooses to buy out its partners in Springfield, the amendment carries a provision seeking to assure first-run films for competitive Springfield theatres. Under present decree terms, UPT may acquire the two theatres in North Adams only.

Ornstein Forms New Booking Firm

LOUISVILLE, April 7.—E. L. Ornstein, head of Ornstein Theatres at Marengo, Indiana, has formed a theatre buying and booking service for both indoor and outdoor theatres in Kentucky and Indiana. At present Ornstein is handling the service for 15 theatres, with more expected to be added in the near future.

The buying-booking offices will be moved from Marengo to Louisville.

Charles with Baldwin

Noel Charles, who for many years was the British film attache in Rome, has joined Ted Baldwin, Inc., as coordinator and personal representative for the company in the procurement of both feature films and the production of new television films in Europe.

'Warrior' Premiere Set

The world premiere of the color in Technicolor production, "Brave Warrior," will be held at Shawnee, Okla., on May 14, following which the film will open in 200 theatres in that territory.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SINGIN' IN THE RAIN"
Gene KELLY Donald O'CONNOR Debbie REYNOLDS
Color by TECHNICOLOR - An M-G-M Picture
plus The Glorious Easter Stage Show

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL in
Meet DANNY WILSON
in person FRANK SINATRA
FRANK FONTAINE
JUNE HUTTON
BUDDY RICH
And His Orchestra
PARAMOUNT
Midnight Feature Nightly

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Schary Sets Total Of 18 By August; 11 to Be in Color

HOLLYWOOD, April 7.—Dore Schary, M-G-M vice-president in charge of production, has set 11 productions in color to go before the cameras within the next three-and-one-half months. Two of them will be in Ansco color and nine in Technicolor. During the same period there will be seven black-and-white pictures put into production, making a total of 18.

Productions to be made in Ansco color are "Sombrero," to be produced by Jack Cummings and directed by Norman Foster, and "The Making of A Marine," which Schary will produce with William A. Wellman directing.

Color by Technicolor productions will include "Prisoner of Zenda," with Pandro S. Berman producing and Richard Thorpe directing; "I Love Melvin," produced by George Wells, with Don Weis directing; "The Naked Spur," produced by William H. Wright, directed by Anthony Mann; "The Student Prince," produced by Joe Pasternak, directed by Robert Z. Leonard; "Vaquero," produced by George Wells; "Dangerous When Wet," also produced by Wells, directed by Charles Walters; "Interrupted Melody" produced by Cummings; "Small Town Girl," produced by Joe Pasternak, directed by Leslie Kardos, and "Equilibrium," one of the sequences of "The Story of Three Loves," produced by Sidney Franklin and directed by Gottfried Reinhardt.

Increased laboratory facilities at the M-G-M studios make possible the production of the two major Ansco color productions simultaneously, both starting early in June.

Nickolaus Sees All Color Films Soon

ROCHESTER, N. Y., April 7.—A prediction that all professional motion pictures will be in full color in the near future has been voiced by John Nickolaus, superintendent of photography for Metro-Goldwyn-Mayer's Coast studios, according to Eastman Kodak. The M-G-M executive made the forecast while in Rochester recently to study color motion picture films and processes developed by Eastman.

The "natural look" will return to Hollywood when motion pictures are all in color, according to Nickolaus. He said actors and actresses will no longer don much make-up, except in character parts.

Use Radio for 'Vadis'

The NBC radio network will present two half-hour programs based on dramatic highlights from the "Quo Vadis" album recently issued by M-G-M Records Co. The first presentation will take place in the East today and the second on April 15. In the West, the first broadcast will take place on April 13 and the second a week later.

Astor Has Red Film

A new feature with the tentative title of "Seeds of Destruction" is being prepared by Astor Pictures, president R. M. Savini reports. Starring Kent Taylor, Gene Lockhart, David Bruce and Gloria Holden, and produced by Roland Reed, the film, it is said, will depict the Communist method of infiltration.

'Song,' 'Singin'' Brighten Pre-Easter B'way B.O.

"With A Song in My Heart" opened to a strong initial week's gross of $95,000 at the Roxy, which is also featuring its annual Easter show on stage.

Another musical, "Singin' in the Rain" at Radio City Music Hall also brightened this week's business among New York first-runs, many of which felt the pre-Easter lull. The second stanza of "Singin' in the Rain" at the Hall, which likewise features the annual Easter show, is expected to top the sturdy business done during the first week. For the second inning, a big $146,000 is estimated, compared to the $145,000 chalked up for the opening seven days.

On Good Friday, the Music Hall will open at 8:15 A. M.; it will open 15 minutes earlier on Saturday, and from Monday, April 14, through Friday, April 18, it will open at 7:45.

At the Mayfair, "Anything Can Happen" is expected to do a fairly good $35,000 for its first week, while a nice $52,000 is seen for the second and final inning of "Meet Danny Wilson" at the Paramount, now headlining Frank Sinatra on stage. "Bend of the River" will open at the Paramount tomorrow.

$24,000 for Convicts

A good $24,000 is forecast for the second week of "My Six Convicts" at the Astor, while the fourth week of "The Marrying Kind" at the Victoria is expected to bring in a rather healthy $22,000.

"My Son John" will bow in tonight at the Capitol, replacing "African Queen" which racked up a nice $28,000 for the last 6½ days of the seventh week.

Two foreign importations are doing outstanding business. At the Sutton, a robust record-breaking $19,500 is indicated for the first week of "Man in the White Suit." The theatre's previous record was $19,000 for the first seven days of "The Fallen Idol." Another opener, "Encore" at the Normandie is expected to rack up a big $17,000 for its first week.

"Valley of the Eagles" will have its premiere at the Rivoli on Friday, supplanting "Viva Zapata," which is forecast to register a fair $8,000 for its final ninth week. "Tomorrow Is Too Late" opens at Loew's State Saturday when "Flesh and Fury" moves out after its second week, scoring a moderate $11,500.

The Criterion's Easter attraction will be "At Swords Point," which opens there tomorrow. A not-too-good $11,500 is estimated for the second and final week of "Captive City" at the theatre.

"Jack and the Beanstalk" bowed in yesterday at the Warner, which for the past two weeks had been booked by Sadler's Wells Ballet.

The initial week of "Hong Kong" at the Globe is expected to register a satisfactory $17,500.

Among off-Broadway houses, "The Lavender Hill Mob" is holding up strong, with $6,700 seen for a 25th week. "Faithful City" had its premiere yesterday at the Park Avenue theatre, replacing "Just This Once," which did a good $4,000 for its third and final week. At the Baronet, a fair $3,200 was seen for the second inning of "Pardon My French." "Wall of Death" will bow in on Monday.

'African Queen' New York Neighborhood Dates Set

"The African Queen" grossed nearly $350,000 in its seven-week run at the Capitol Theatre here, W. J. Heineman, United Artists vice-president in charge of distribution, revealed yesterday. The picture will open at Loew's Metropolitan in Brooklyn, tomorrow.

On April 18, "Queen" will go into Loew's Newark and Jersey City; on the 25th, Loew's Paradise and Valencia, and starting on the 26th it will play 30 Loew's theatres in Manhattan and Brooklyn. On the bill with it will be "The Captive City."

114 Stops Made on 'Movietime' Tour

The nine Hollywood personalities who recently spent five and one-half days in Oklahoma on a "Movietime U.S.A." tour made 114 public appearances, according to a summary of the tour's results sent to the Council of Motion Picture Organizations headquarters here yesterday by J. C. Hunter of Tulsa, co-chairman of the Oklahoma tour.

"The experience gained as a result of the first tour last October," Hunter wrote, "plus the all-out cooperation of the personalities involved, resulted in better timing."

UN Delegates at 'Faithful' Opening

Hollywood and New York stars, leading U.N. delegates, magazine, newspaper and trade paper editors and representatives were guests of Abba Eban, Israel's Ambassador to the United States, and his wife, at the world premiere of "Faithful City," at the Park Avenue Theatre here last night. A reception given by RKO Pictures at the Hotel Pierre followed.

Delegates from 22 countries attended the premiere, which was televised over WJZ-TV. Ted Malone was master-of-ceremonies.

Stars to Attend 'Singin'' Opening

HOLLYWOOD, April 7. — More than 100 stars will attend the Hollywood premiere of the color by Technicolor musical, "Singin' in the Rain" Wednesday evening at the Egyptian Theatre. Stars of the picture attending will include Donald O'Connor, Debbie Reynolds, Jean Hagen, Millard Mitchell and Cyd Charisse. Gene Kelly is now in Europe and will not be on hand. Kelly and Stanley Donen co-directed.

'Son John' Bows Tonight

At 8:30 tonight an audience of 5,000 will gather at the Capitol Theatre here for the world premiere of "My Son John," Helen Hayes' first film in 17 years. The audience will be made up of celebrities of stage, screen, television and radio, socialites and government officials.

National Pre-Selling

THE April *Ladies Home Journal*, now on the news-stands, carries the new, bright and shining M-G-M "Movie-of-the-Month" calendar on page 8, in the M-G-M tradition. The current *Journal* claims a circulation of 4,800,000, which is said to top the field. In the May *Woman's Home Companion*, M-G-M has both the all-type "Picture-of-the-Month" ad opposite the table of contents and the new, full-page , full-color "Movie-of-the-Month" calendar, proving that you sell pictures best with pictures, and color with color. *Cosmopolitan* for April has no film advertising except M-G-M's single-column type ad on the contents page. (We wish *Cosmopolitan* would devote that first inside house insert to "My Favorite Movie Theatre" to a typical member of the Main Street business neighborhood.)

•

A total of 225 cities participated Saturday in a day-long salute to "With a Song in My Heart" over the controlled-wire service of Muzak, presented to more than 10,000 restaurants, offices and factories from Coast to Coast. It is estimated that more than 19,000,0000 listeners heard the program during the day. It was handled through Muzak's 70 branch offices, as part of a national pre-selling program for the picture, arranged by 20th Century-Fox. The Muzak organization distributed 100,000 "table tents" to restaurants listing the June Fremon songs and numbers that could be heard during the dinner hour from 6:00 to 9:00 P. M.

•

Margaret Sheridan, RKO Radio star, has made 648 personal appearances in 81 cities during the past year in behalf of charities, public relations for the film industry, theatre and picture openings and various other causes, according to Perry Lieber, RKO Radio studio director of publicity. The star made her film debut in "The Thing" and is currently seen in "The Korean Story."

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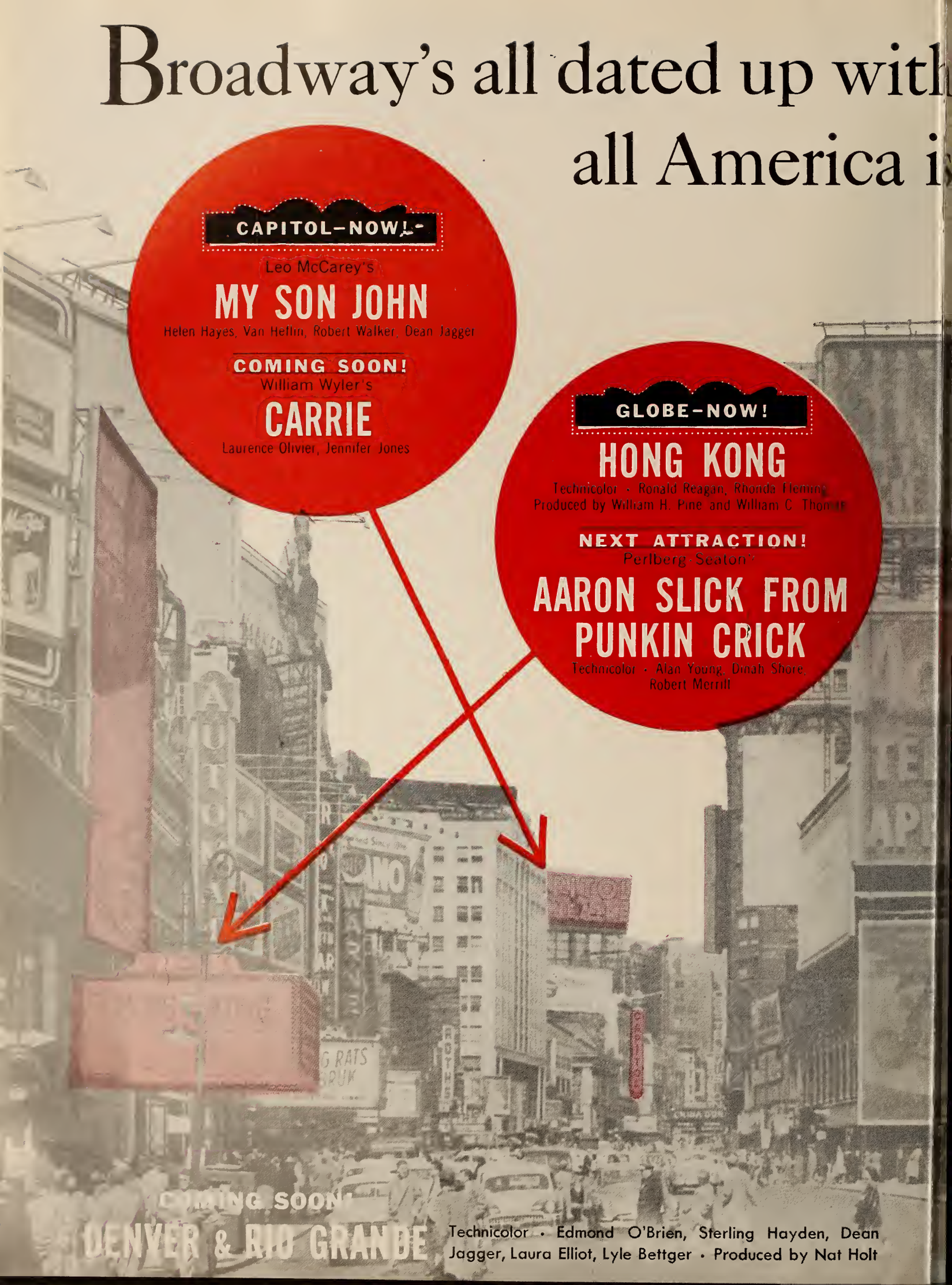
Marking first time that *Life Magazine* has bought radio time to plug a film personality whose picture appears on its cover, the publication this week went all out in 186 stations from Coast to Coast to promote its April 7 issue featuring Marilyn Monroe. In the spot, Marilyn herself addresses the audience commenting on the multi-page *Life* treatment awarded her, with credit to her forthcoming production, "Don't Bother to Knock."

•

RKO Radio is spreading its national advertising campaign on Wold-Krosna's "Clash By Night" over a five-month period to try to get maximum results in subsequent situations as well as first-run engagements. Weekly, bi-monthly and monthly publications will break full page ads during April, May and June, while fan magazines will carry ads in late June, July and August to hypo business in small towns and subsequent-run spots. National magazines include Time, Life, Look, Collier's, Newsweek, Cosmopolitan, McCall's, Woman's Home Companion and New Liberty (*Canadian.*) *If the plan proves successful, a similar pattern will be used on all future RKO pictures.*

WALTER BROOKS

Broadway's all dated up with
all America i



the Big Paramount Product dating!



TV Hearings

(Continued from page 1)

behind in its work and is anxious to get caught up before going ahead with the extended and important motion picture hearings.

There was some conjecture that the postponement might have been occasioned by the impending lifting of the FCC's "freeze" on new TV stations, now expected to be announced next week. It was pointed out that the Commission will be swamped with work in processing and ruling on applications for new TV licenses as soon as the "freeze" is lifted.

However, others speculated that a considerable volume of work involving radio and common carriers is pending before the Commission and that it may wish to clear up those and other matters before embarking on the lengthy film and theatre hearings.

In any event, it was apparent that the decision to delay the hearings indefinitely was arrived at only after bitter opposition within the Commission.

Television Making Progress in Canada

OTTAWA, April 7.—A. Davidson Dunton, chairman of the board of governors of Canadian Broadcasting, has expressed confidence here that Montreal and Toronto TV stations would start operations in August or September this year.

Dunton also indicated that means other than working solely on a commercial basis for TV in Canada must be found, adding that a national system, supported by public license fees and other commercial sources would seem to be the answer. He pointed out that if TV was set up in Canada on a strictly commercial basis, the tendency would be for private stations to have all of their programs channelled in from the United States at a relatively low cost.

Meanwhile, Bell Telephone reports good progress has been made to set up Canada's first extensive microwave radio relay system which will furnish many additional long-distance circuits between Montreal, Ottawa and Toronto, providing special channels to carry television programs between these cities and Buffalo, where it will join up with television networks in the United States.

A five-year contract has been made with the Canadian Broadcasting Corp. to provide these television facilities for its use. The company anticipates it will be available to carry network programs in 1953.

Review

"The San Fancisco Story"

(Warner Brothers)

WARNER BROTHERS' new outdoor action drama is a sprawling, obstreperous portrait of San Francisco in the frontier days of 1856. The script contains all the standard ingredients of villainy and heroics, tough-talking, shooting and fisticuffs. Presented in conventional manner, it has the stamp of reliable box-office fare.

Heading the cast of this Fidelity-Vogue Pictures production are Joel McCrea, Yvonne DeCarlo and Sidney Blackmer. Out of the triangle formed by these three arises the action and excitement. When McCrea enters 'Frisco it is for the purpose of buying mining supplies and he shows little interest in the civic cleanup campaign being waged by his friend, Onslow Stevens, who is a newspaper editor. Presently, however, McCrea meets Miss DeCarlo, friend of the unsavory political boss, Blackmer, and he quickly gets involved in a series of melodramatic events that prompt him to take a more active role in establishing civic order and honesty.

Something McCrea scarcely anticipated—in the screenplay by D. D. Beauchamp—is being shanghaied onto a China-bound ship as a result of the manipulations of Miss DeCarlo. McCrea fights his way out of the unscheduled excursion and returns to a showdown fight with Blackmer. The two adversaries face each other in a shotgun duel on a sprawling beach. A last attempt at trickery fails Blackmer, leaving only McCrea alive to tell the tale. Fortunately for him Miss DeCarlo is a happy listener. Howard Welsch produced and Robert Parrish directed.

Running time, 80 minutes. General audience classification. Release date, May 17.

MANDEL HERBSTMAN

US-Canadian RTMA Board to Meet

WASHINGTON, April 7.—Director of the Radio-Television Manufacturers Association will hold their ninth international conference with directors of the Radio-Television Manufacturers Association of Canada on April 24-25 at the General Brock Hotel in Ontario.

Among the topics scheduled for discussion will be the anticipated effects of the projected lifting of the "freeze" on TV stations and television receiver sales in the U. S. and Canadian cities within range of American TV cities.

Prior to the meeting of the board several RTMA committees will meet at the Biltmore Hotel in New York on April 22. These include the advertising, executive and industrial relations committees.

Rose Becomes Hebert Partner on Coast

HOLLYWOOD, April 7.—William Hebert has given Glenn Rose, his executive associate for the past two years, a full partnership status in his public relations firm, superseding his current four-year contract with the firm.

Lloyd L. Sloan, former Hollywood *Citizen-News* columnist who joined the Hebert staff three months ago, will assume some of Rose's duties to free him for periodic visits to the firm's New York office.

Hughes' Reason

(Continued from page 1)

there are not enough real Americans in the industry to make pictures. This is not true and never was."

Lessing Says

Said Gunther Lessing, president of the Motion Picture Industry Council: "I believe Hughes is doing the industry a distinct disservice in spreading the impression that it is infiltrated with Communism. I cannot agree with Hughes that Communist influence is so great it could actually contribute to closing of the studio. Apparently there are many persons who still believe, or want the public to believe, that Hollywood is full of Communists, and that they are getting their subversive ideas in our pictures and making their weight felt in various industry organizations. This is not true."

Hughes had announced here that starting April 4 the RKO studio would shut down with notification to approximately 100 "loyal Americans" in its employ that they were receiving leaves of absence along with "appropriate additional compensation and vacation pay." These include laborers, policemen, truck drivers, clerks, secretaries and publicity workers. Hughes called them "innocent victims of the Communist problem in Hollywood, and asserted he had delayed for "over three months" reducing employment to protect the innocent. He added that "now, in deference to the right of the other stockholders of RKO, I cannot continue longer" to maintain the customary employment level.

Hughes' Crusade

The action climaxed Hughes' crusade in recent weeks against the alleged Communist situation in Hollywood, which grew out of his refusal to give screen credit on a film to Paul Jarrico, writer, a non-cooperative witness before the House Un-American Activities Committee. This resulted in a breach-of-contract accusation against the studio by the Screen Writers Guild.

The studio has not started a picture in three months. Hughes said that of 150 scripts submitted recently, 11 were considered suitable, but that an "investigation of those 11 scripts disqualified every one of them because of information concerning one or more persons involved in the past writing of the script of original story."

Los Angeles City Council Commends Howard Hughes

LOS ANGELES, April 7.—The City Council has adopted the following resolution commending Howard Hughes:

"Whereas nationwide attention has been focused on a prominent citizen of this community in the ceaseless battle against Communist infiltration and interference in legitimate private business and government, and whereas Howard Hughes, outstanding citizen, motion picture producer and industrialist, has demonstrated as always a high degree of personal courage in refusing to be intimidated by anyone of whatever political or other association, now, therefore, be it resolved that the Los Angeles City Council hereby expresses its highest and most sincere tribute to Mr. Howard Hughes for the fine example he has set in this instance."

Coming Events

April 9—Allied of Michigan board meeting, Detroit.
April 9—National Television Film Council quarterly forum, Warwick Hotel, New York.
April 9—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 13-15—Motion Picture Theatre Owners and Operators of Georgia annual convention, Biltmore Hotel, Atlanta.
April 15—Los Angeles Chamber of Commerce tribute to the film industry banquet, Biltmore Bowl, Hollywood.
April 15-16—Allied Independent Theatre Owners of Iowa-Nebraska annual meeting, Fontenelle Hotel, Omaha.
April 19—IATSE testimonial dinner to William T. Raoul, international secretary-treasurer, St. George Hotel, Brooklyn.
April 21-25—Society of Motion Picture and Television Engineers 71st semi-annual convention, Hotel Drake, Chicago.
April 22—Industry arbitration conference, Hotel Astor, New York.
April 22—Motion Picture Association of America annual meeting, New York.
April 22—Independent Theatre Owners of Ohio board meeting, Columbus.
April 23—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 24—Associated Motion Picture Advertisers luncheon and election, Trader Tom's Steak House, New York.
April 27—New York Motion Picture Bookers Club annual dinner-dance, Hotel Astor, New York.
April 28-May 1—International Variety Clubs 16th annual convention, Las Vegas.



When YOU Need Special TRAILERS SPECIALLY Good & Fast
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NEW YORK, 630 NINTH AVE.

Arbitration

(*Continued from page* 1)

ment on arbitration cannot be reached at the forthcoming meeting or at one of the several which are expected to follow. On the contrary, distribution will enter the April 22 conference at the Hotel Astor in a spirit of cooperation, it was said, and confident that exhibition will display the same approach.

The distributors may not enter the parley with a blueprint of its own for arbitration, but are prepared to inform representatives of the five exhibitor organizations of the points in both the Allied and TOA proposals that meet with distribution's approval as a basis for beginning negotiations, it was said.

Moreover, there are understood to be certain counter-proposals that distribution will put forth when the question of rentals—indicated as being outside these basic points—arises. These are rooted possibly in such considerations as whether exhibitors would be willing to open their books in the arbitration of rentals disputes, and whether questions relating to cooperative advertising cannot be arbitrated.

Distributors are indicated as being non-committal on the expected issue of the means for supervising, conducting and financing an arbitration system. Should such an issue arise, Allied and TOA would be at odds, since the former is on the record as opposed to "an expensive or too elaborate" a system. TOA, on the other hand, has proposed a method of compensating arbitrators for their efforts and the establishment of a national arbitration chief, appointed by the U. S. Secretary of Commerce, at a salary of as much as $25,000 per year.

Breall, Foster Partners

PORTLAND, Ore., April 7.—Frank Breall and Martin Foster have formed a partnership and following remodeling will open the 20th Century Newsreel Theatre in downtown Portland.



New England to Hold 2nd Symposium with the Press

HARTFORD, April 7.—Representatives of newspapers from throughout Connecticut and Massachusetts will attend the second *Hartford Times* "Motion Picture Industry Symposium," slated for Wednesday, June 4, at Times Tower, atop Talcott Mountain, with Eric Johnston, president of the Motion Picture Association of America as the keynote speaker.

In attendance from numerous dailies in the Southern New England area will be publishers, managing editors, and motion picture editors, with the main objective being a discussion of common ailments of the motion picture industry as related to the newspaper field.

Reservations are being received from key film industry executives throughout the country, it was said.

The initial symposium, held on Feb. 5 at the Hartford Club, was attended by 20 circuit executives, representatives of the MPAA, and of the Council of Motion Picture Organizations. The day-long session, commended by top film industry executives, has since been duplicated in a number of key cities.

Tamarin Promoted

(*Continued from page* 1)

help coordinate departmental operations, emphasize closer producer relations and step up integration of advertising sales and exhibitor relations.

Before rejoining United Artists in 1947, Tamarin for three years was director of advertising and publicity for The Theatre Guild. He re-organized the Theatre Guild-American Theatre Society subscription series in Eastern and Mid-Western cities, and established many new subscription cities, including Los Angeles, San Francisco, Seattle, Kansas City, and elsewhere. For The Guild and United Artists, he took over the roadshow operations on "Henry V."

Began as Publicist

Tamarin first joined United Artists in 1942 as a member of the publicity department. Before that he was active in both stage and screen publicity, starting as a manager in Washington, in 1937. On Broadway he handled many independent films and was associated in publicity for the stage interests of Vinton Freedley, George Abbott, Eddie Cantor, the Group Theatre and Cheryl Crawford.

'U' Sales Drive

(*Continued from page* 1)

home office disclosed here yesterday.

The leading branch as of the 14th week, ending April 5, was the Portland office headed by Arthur Greenfield. Second place was held by Seattle, managed by Donald Gillin. New Orleans, guided by C. R. Ost was third; San Francisco, captained by Ted Reisch was fourth and Washington, headed by Joseph Gins, was fifth.

The leading district was that of Barney Rose which includes Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle. The districts of H. H. Martin, John J. Scully and James V. Frew were also over quota. The Southern division, headed by F. J. A. McCarthy, held the lead among divisions.

'O'Donnell Award'

(*Continued from page* 1)

contributions and efforts in behalf of the motion picture industry of Texas during the year. The honor will be bestowed upon the individual making his livelihood in the Texas industry after a selection by the award committee of Texas COMPO.

Complete details will be announced at the Texas COMPO conference, June 9-11, at the Hotel Adolphus.

The award was decided upon by the Texas COMPO executive committee, consisting of Hoblitzelle, H. A. Cole, Phil Isley, H. J. Griffith, Edward H. Rowley, Henry Reeve, Julius Gordon and Claude Ezell.

Salmon Leads Drive

Initial returns from theatres in the local entertainment industry's recent participation in the fund-raising campaign of the National Conference of Christians and Jews, indicate that Montague Salmon, managing director of the Rivoli Theatre, is leading in the amount of money turned over to the fund with more than $1,000 accounted for.

Stars at Omaha Meet

OMAHA, April 7.—Iowa-Nebraska Allied's annual convention at the Fontenelle Hotel April 15-16 will feature a luncheon appearance of John Lund and Chill Wills on the opening day, it was disclosed.

'U' Nets

(*Continued from page* 1)

the 13 weeks ended Feb. 2, 1952 are equivalent to 37 cents per share on 960,498 shares of common stock outstanding. For the corresponding period of the previous fiscal year, consolidated earnings were the equivalent of five cents per share on the common.

The above figures are preliminary and subject to verification by independent auditors and to year-end adjustments.

Compo Nominators

(*Continued from page* 1)

put forth for the post to determine their availability.

All COMPO charter member organizations were represented at the meeting in person except the Western Theatre Owners and the Motion Picture Industry Council. Present at the meeting were John W. Alicoate, chairman; Barney Balaban, Robert J. Rubin, James Mulvey, Harry Brandt, Gael Sullivan, Wilbur Snaper, Chick Lewis, Oscar Doob and D. John Phillips.

WB to Retire

(*Continued from page* 1)

Brothers Warner said they would tender would be purchased by the corporation.

Last fall, WB appropriated $15,000,000 and bought up slightly over 1,000,000 shares. The maximum price then was also $15 per share.



RKO presents

"THE HALF-BREED"



Starring

ROBERT YOUNG

JANIS CARTER

JACK BUETEL

COLOR BY **TECHNICOLOR**

Produced by HERMAN SCHLOM
Directed by STUART GILMORE
Screenplay by HAROLD SHUMATE
and RICHARD WORMSER

TRADE SHOWINGS

ALBANY
Fox Screening Room
1052 Broadway
Tues. 4/15 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St. N.W.
Tues. 4/15 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Tues. 4/15 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl Street
Tues. 4/15 2:00 P.M.

CHARLOTTE
Fox Screening Room
308 S. Church Street
Tues. 4/15 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Tues. 4/15 2:00 P.M.

CINCINNATI
RKO Screening Roum
12 East 6th Street
Wed. 4/16 8:00 P.M.

CLEVELAND
Fox Screening Room
2219 Payne Avenue
Tues. 4/15 3:30 P.M.

DALLAS
Republic Screening Rm.
412 South Harwood St.
Tues. 4/15 2:30 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout Street
Tues. 4/15 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Tues. 4/15 2:00 P.M.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Avenue
Tues. 4/15 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm.
517 N. Illinois Street
Tues. 4/15 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wyandotte Street
Tues. 4/15 2:30 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Tues. 4/15 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Tues. 4/15 12:15 Noon

MILWAUKEE
Warner Screening Rm.
212 W. Wisconsin Ave.
Tues. 4/15 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Avenue
Tues. 4/15 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting Street
Tues. 4/15 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Tues. 4/15 10:30 A.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Tues. 4/15 2:30 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee Street
Tues. 4/15 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport Street
Tues. 4/15 1:00 P.M.

PHILADELPHIA
RKO Screening Room
250 N. 13th Street
Tues. 4/15 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Tues. 4/15 1:30 P.M.

PORTLAND
Star Screening Room
925 N. W. 19th Ave.
Tues. 4/15 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Tues. 4/15 1:00 P.M.

SALT LAKE CITY
Fox Screening Room
216 East 1st St. So.
Tues. 4/15 1:30 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Tues. 4/15 2:00 P.M.

SEATTLE
Jewel Box Scr. Room
2318 Second Avenue
Tues. 4/15 1:30 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Philips Ave.
Tues. 4/15 10:00 A.M.

WASHINGTON
Film Center Scr. Rm.
932 New Jersey Ave.
Tues. 4/15 10:30 A.M.

RKO RADIO PICTURES



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 69 NEW YORK, U. S. A., WEDNESDAY, APRIL 9, 1952 TEN CENTS

Hughes Upheld In Congress On 'Red' Stand

Morals Clause Position Praised by Rep. Jackson

WASHINGTON, April 8. — Rep. Donald L. Jackson (R., Cal.), a member of the House Un-American Activities Committee, told the House today that the morals clause in Hollywood contracts was never intended "to give authority for treason or shelter to those who commit it."

In a speech commending RKO Pictures' Howard Hughes for his stand against writer Paul Jarrico, Jackson defended the film industry's position that Communist Party members and witnesses who refused to testify before the Un-American Activities Committee violate the morals clause. He said that "continued employment of such individuals as Mr. Jarrico by the motion picture industry will continue to bring discredit upon the industry and upon the thousands of loyal Americans who make their living in that indus-

(*Continued on page 7*)

End of K. C. Censor Board Due Friday

KANSAS CITY, April 8.—Action to abolish the local censorship board is expected to be taken on Friday by the public improvements committee of the City Council. Thereafter responsibility for the public exhibition of immoral and obscene pictures will be vested in the office of the director of welfare.

The basic purpose of the change is to relieve the city of reviewing many films that already have been censored by other agencies, or do not need censoring, and to save film distributors the bother and expense of showing

(*Continued on page 7*)

Wilk Leaving W.B. to Manage Film Project

Jacob Wilk has resigned as Eastern story editor for Warner Brothers, effective April 12, to manage a theatrical and film project for a newly-formed syndicate. Scheduled to leave here Saturday for a three-week Florida vacation, Wilk said yesterday that upon his return he would announce details of his new affiliation.

Wilk joined Warner in 1929 as Eastern production manager. Last year, in conjunction with the post of Eastern story editor, which he held

(*Continued on page 7*)

U.K. Dollar Position, U.S. Production, Keys to Pact

LONDON, April 8.—Remittances for the second year of the agreement between the British Treasury and American film companies probably will be permitted to run at the present level provided American production suitably increases here and the present favorable turn in Britain's balance-of-payments continues.

The coming negotiations between representatives of the American industry and Board of Trade officials here are expected, at this stage, to center largely on the subject of American production.

Also, at the moment, Treasury and Board of Trade officials show a disposition to defer the negotiations with the American industry representatives until the latest possible date, probably until some time in August. The first year of the agreement will end Sept. 30. Earlier it was generally understood that the talks might occur in June.

Consideration of the agreement for

(*Continued on page 7*)

N. Y. 'Colorama' Ad Luncheon Tomorrow

The Eastman Kodak colorama in Grand Central Terminal here advertising "Movietime, U. S. A." and the connection between Eastman Kodak and the film industry will be formally inaugurated tomorrow by the Organization of the Motion Picture Industry of the City of New York, with the opening to be preceded by a luncheon attended by press and industry representatives.

The use of the huge three-panel colorama to promote the industry was negotiated by Leon Bamberger, sales promotion manager of RKO Radio. It is viewed daily by thousands of commuters.

Gottlieb Plans 3 Within 12 Months

Alex Gottlieb, veteran producer who has just completed his first independent production, "The Fighter," for United Artists release, plans three more films within the next year, he disclosed here yesterday.

Gottlieb's production background includes three years with Universal, five-and-a-half with Warner, and one year with RKO Radio.

Gottlieb is here to set the advertising and promotion campaign for "The Fighter," based on a Jack London story, and to negotiate future releas-

(*Continued on page 7*)

Closes 3 Theatres; Blames High Rentals

PHILADELPHIA, April 8.—Film costs beyond the reach of today's box-office receipts were cited by William I. Greenfield as the reason for closing his three theatres here. The three houses are the Byrd, Sherwood and Riviera. The action was a surprise, since no previous indication that the theatres would cease operations was given up to that time.

Greenfield said he found it impossible to continue operating the houses

(*Continued on page 7*)

British-Italian Film Pact Offered

LONDON, April 8.—The British Film Producers Association has negotiated a provisional agreement with the Italian Film Producers Union which permits one British film to enter Italy tax free for every Italian film dubbed and distributed here.

The suggestion now is that the sterling equivalent of the 2,500,000 lire tax be paid into a fund here for the support of Italian film distribution in this country. The proposal requires ratification by the Italian government's consultative commission and the Producer's Union. The agreement was negotiated with a delegation

(*Continued on page 7*)

Color as Important As Any Star: Pine

Color in a film is as great a draw at the box-office as any star, William Pine, of the Paramount producing team of Pine and Thomas, contended in a statement issued here yesterday.

Pine based his conclusion on the sum total of information gathered by him and his partner from talks with "thousands" of film-goers, theatre managers and distribution executives during their recently completed 62-city tour.

Pine said he is convinced that the most popular type of motion picture today is the adventure drama that emphasizes action, romance and intrigue. In support of this theory he

(*Continued on page 7*)

50 NY Houses In Reduced Rate Ad Plan

Neighborhood Owners to Save an Average of 30%

Fifty independent Greater New York neighborhood theatres on Monday will start participating in a joint film directory in Metropolitan newspapers at an average saving of 30 per cent with equal typographical treatment for all. Other independent participants are expected to join them.

The New York *Post* is the first publication to go along on the deal. The *Mirror, Journal* and *News* are expected to follow shortly, while conversations have been started with the other papers. The *Post* directory will start on Monday.

The advertisements will consist of four type lines; some local papers now have minimums running up to 10 lines. Bold displays will not be permitted,

(*Continued on page 2*)

A. T. & T. Asks for Network Extension

Plans to extend the Bell System's nationwide television network to Lansing, Mich., were disclosed yesterday by the long lines department of American Telephone and Telegraph Co. in an application filed with the Federal Communications Commission.

Upon approval of the appplication, A. T. and T. will construct a microwave radio-relay link between Detroit and Lansing with two intermediate amplifying stations. When completed, the system will provide one Northbound television channel to Lansing. Service over the new system will be available by the second half of 1952.

$330,000 Anti-Trust Suit Filed in Chicago

CHICAGO, April 8.—The eight majors, Balaban and Katz, and Warner Theatres have been named defendants in a $330,000 treble-damage anti-trust action filed in District Court here by the local Lindy Theatre, and Elmer and Beatrice Benesh. Seymour Simon was filing attorney.

The complaint charges conspiracy to hold the Lindy back in the third week of general release, 80 days after the first Loop run during the years 1930 to 1943.

50 N.Y. Houses

(Continued from page 1)

thus giving all the ads the same appearance. They will be paid for on a weekly basis, with each theatre agreeing to advertise in the directory for at least four weeks. Copy is to be cleared and arrangements made for the appearance of the ads through a regular ad agency, with the Donahue and Coe agency mentioned as the key copy clearance channel. The theatres will be grouped by boroughs.

Most of the theatres participating advertise in the local papers rarely; some never have had ad copy in the Metropolitan dailies, principally because of the cost of displays and because smaller non-display ads are crowded by displays inserted by larger houses.

The directory layout to be used will preclude such crowding, it was disclosed here yesterday by Richard Brandt, chairman of the business promotion committee of the New York Independent Theatre Owners Association. Committee members have been negotiating with the newspapers' advertising managers. The directories will be labeled "Neighborhood Theatre Guide." Brandt, Trans Lux Theatres executive, is credited with being the prime mover in the project. Listing in the guide is open to all-independents in the area.

Special promotional campaigns are in preparation to call the attention of theatre patrons to the new service, including the use of trailers.

125 at Jersey Allied Rogers Fund Dinner

PASSAIC, April 8.—Some 125 from distribution and exhibition in the New York Metropolitan area, including sales executives and circuits owners, gathered at the Ritz Restaurant here this evening for the annual beefsteak dinner of New Jersey Allied. Wilbur Snaper, president of both national and Jersey Allied, functioned as toastmaster at the "strictly social" occasion.

All proceeds of the $10-per-plate affair will be donated to the Will Rogers Memorial Fund.

Moguy, Amato Guests At Reception Here

Leonide Moguy and Giuseppe Amato, director and producer of the Italian film, "Tomorrow Is Too Late," were guests yesterday at a press and industry reception sponsored by the Motion Picture Association of America, Italian Films Export, and Joseph Burstyn, film importer. The reception was held at the Hampshire House.

Among those present were: Herbert J. Yates, Philip Gerard, John Garfield, Ernest Emerling, Oscar Doob, Gregory Ratoff, Sanford Weiner, Ilya Lopert, Helen Alexander.

2 'Fabiola' Versions Here

Two different language versions of "Fabiola" will open at two Manhattan houses this week. The Italian film will have its Spanish language premiere at the Hispano Theatre and its Italian-language premiere at the Cinema Verdi, both on Saturday.

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, left here yesterday for Hollywood for conferences with production head DARRYL F. ZANUCK.

•

P. T. DANA, Universal Pictures Eastern sales manager, is in Detroit from New York and will go to Pittsburgh before returning here on Monday.

•

LEON BAMBERGER, RKO Radio sales promotion manager, who has been convalescing at his home from a recent illness, expects to be back at his office on Monday.

•

ARMAND PALIVODA, RKO Radio's manager for Switzerland, and MRS. PALIVODA, will arrive here today by plane from that country.

•

IRVING JACOBS, M-G-M salesman in the Pittsburgh area, arrived here yesterday with his wife for a vacation.

HERMAN M. LEVY, Theatre Owners of America general counsel, is due here at the weekend from New Haven en route to Atlanta.

•

HERBERT LANCASTER, production chief of the "March of Time" in London; MIKE LEVEE, Hollywood theatrical agent, and MRS. LEVEE will leave here for Europe today aboard the *S. S. Ile de France*.

•

W. PARKMAN RANKIN, manager of motion picture advertising at *This Week* magazine, will leave here Friday for a two-week business trip to Hollywood.

•

KENNETH CLARK, Motion Picture Association of America's press relations director, will arrive here tomorrow from Washington.

•

ARLENE DAHL and her husband, LEX BARKER, will arrive here today by plane from Hollywood.

UA-TV Names White

The T. O. White Co. has been appointed sales representative of United Artists Television in Birmingham, Ala., with Betty E. Jones serving as UA-TV's direct contact.

Okays Minimum Wage

BOSTON, April 8.—The House Ways and Means Committee has approved the 75-cent minimum wage bill which was recently approved by the joint Committee on Labor and Industry.

This week the Institute completes its Report on TELEVISION—

The HERALD INSTITUTE of Industry Opinion

the combined industry thinking on:

- The competition of home television of motion pictures which have played off in theatres . . .
- The minimum time, after theatre exhibition, that should elapse before features are shown on home TV (with separate consideration of "A" pictures and "B" pictures) . . .
- The appearance of motion picture stars on home TV shows, with or without mention of current or forthcoming pictures . . .
- The question of greater use of home TV as a paid advertising medium for motion pictures . . .
- The desirability of expansion of motion picture theatre TV installations. . . .

The analysis of the opinion of the Institute Panels will appear—

in this week's issue of

MOTION PICTURE HERALD

Newsreel Parade

QUEEN JULIANA'S visit here and the Grand National race are current newsreel highlights. Other items include Korean fighting and the Queens plane crash. Complete contents follow:

MOVIETONE NEWS, No. 30—Plane crash in Queens. New York welcomes Queen Juliana. Submarine surfaces dramatically. Sam Snead wins. Grand National. The circus comes to New York.

NEWS OF THE DAY, No. 264—The Grand National. Fatal plane crash in Queens. Queen Juliana in New York. NATO anniversary. Plastic navy boats. Submarine test.

PARAMOUNT NEWS, No. 67—Queen Juliana in Washington. Plane crash in Queens. Senate debate looms on attorney-general. Sports: The Grand National.

TELENEWS DIGEST, No. 15-A—Korea talks stall, fighting flares. French try firm stand in Tunisia. Plane crashes in Queens. U. S. returns Imperial Hotel in Tokyo. Boat racing.

UNIVERSAL NEWS, No. 550—Plane crashes in New York suburb. Model UN session at University of Southern California. Sport flashes: The Grand National.

WARNER PATHE NEWS, No. 69—Queens plane crash kills five. Leaping submarine. Eisenhower and Sen. Lodge meet in France. Queen Juliana here. New Attorney-General. Sam Snead wins. The Grand National.

Viking Theatre Files $1,950,000 Suit

CHICAGO, April 8. — The Viking Theatre Corp., operating the Viking Theatre, Appleton, Wis., has filed an anti-trust suit in Federal District Court here against the eight major distributors and Warner Brothers Theatres, operators of the Reo and Appleton theatres, also in Appleton.

The plaintiff claims that the Viking was forced by the Wisconsin zoning system to play pictures in second or third run, after the opposition Warner Brothers Theatres. The suit filed on behalf of the Viking Corp. by Attorney Thomas C. McConnell, asks $1,950,000 in treble damages for the period 1942 to the present.

Abbott, Costello on 'Beanstalk' Tour

NEW HAVEN, April 8.—Bud Abbott and Lou Costello will arrive here tomorrow on their personal appearance tour of 15 cities in the U. S. and Canada in connection with their new Exclusive Pictures production, "Jack and the Beanstalk." They will be guest lecturers at Yale's School of Drama and will appear on stage at the Roger Sherman Theatre where the picture opens tomorrow.

On Thursday the team will be in Boston for stage appearances at the Paramount Theatre following a reception at City Hall.

Turner Named Altec Division Manager

D. L. Turner has been promoted from business manager to division manager of Altec Service Corp. in the Chicago area. He replaces R. Hilton, who became a headquarters representative on special assignments in Chicago.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FUSS, FEATHERS AND FACTS!

There's an old show business term called "twenty-four sheeting the boss." It means putting up a poster near his house so he'll be impressed.

The wise showmen of film business are not fooled by window-dressing. They want to know how *they're* benefiting.

When the speeches and fireworks are over, when the smoke lifts, it's always M-G-M that has done the nationwide saturation job, advertising that reaches into every exhibitor's community.

M-G-M's Giant New Ad Campaign Begins!

Our latest and greatest effort is "M-G-M's Movie-of-the-Month Calendar" ads pre-selling 3 big M-G-M pictures each month. 18 National magazines are used. By a unique plan of rotating titles each picture is advertised over a period of 3 months, thereby achieving a cumulative readership impact of 156,370,000. *(Below is a small reproduction of a typical full-page, four-color Calendar ad.)*

For example:

May issues will advertise "Skirts Ahoy!", "Scaramouche", "Lovely To Look At."

June issues advertise "Scaramouche", "Lovely To Look At", "Ivanhoe."

July issues will advertise "Lovely To Look At", "Ivanhoe", "The Merry Widow."

P. S. And remember that M-G-M's new Calendar ads are *in addition* to our many other promotional activities: Picture-of-the-Month column (62 million readership), newspaper teaser ads, regular spot radio announcements in 33 cities, full-page color ads in American Weekly, Pictorial Review, Parade, This Week.



ONLY ONE COMPANY DOES IT!

BLOCK BOOK



A SOLID BLOCK SUCCESS ON

ING IS BACK!

THAT "BORN YESTERDAY" BABE IS BACK!

JUDY HOLLIDAY

The MARRYING KIND



OF COLUMBIA BROADWAY!

244 U. S. Pictures Imported into Netherlands in '51

WASHINGTON, April 8.—U. S. films accounted for a very slightly smaller percentage of all films imported into the Netherlands in 1951, as compared with 1950, the U. S. Commerce Department reports. Film chief Nathan D. Golden disclosed that U. S. productions accounted for 244 or about 64 per cent of the 381 features imported last year. In 1950, there were 271 U. S. imports, about 67 per cent of the total of 403.

He quoted the Netherlands Motion Picture Association as estimating that national attendance during 1951 was about the same as in 1950, with net box-office receipts about five per cent to six per cent higher as a result of slightly higher admission prices.

Mexican Exhibitors Elect Rodriguez

MEXICO CITY, April 8.—Gen. Abelardo L. Rodriguez, ex-President of Mexico, is the new head of the Mexican Association of Motion Picture Exhibitors, which is separate from the National Exhibitors Association. Rodriguez also heads the trade's own bank, the Credito Cinematografico Mexicano.

Other new association officers are: Jose U. Calderon, first vice-president; Miguel Bujazan, second vice-president; Guillermo Azcona, treasurer, and Pablo Corral, manager.

NTFC Meet Here Today

E. R. Shearer, vice-president in charge of radio and TV in the New York office of the A. C. Nielson Co., will address the distribution panel of the National Television Film Council's quarterly forum meeting at the Warwick Hotel here today. His subject will be "Research Builds a TV Box-office." At lunch, Dr. A. N. Goldsmith, chief consultant to RCA, will talk on "Where Is Television Going."

Mahoney to Meet Press

CBS-TV will be host at a press luncheon at the Ambassador Hotel here tomorrow for Jack Mahoney, star of the TV film show, "The Range Rider." The film series is produced by Gene Autry's Flying A Pictures.

11⅓ HRS. ONESTOP
TO LOS ANGELES*
ON
UNITED AIR LINES!

De luxe service aloft, including delicious Mainliner meals at no extra cost. Leave at 10 p.m., arrive the next morning. United's famous DC-6 flight, "the Hollywood," leaves at noon, arrives at 8:20 p.m. Another onestop DC-6 at 9 a.m.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES OF THE U. S.
*from New York

Television--Radio

Comment and Opinion

TELEVISION quietly marked its 25th anniversary on Monday. A. T. and T. issued a reminder that a quarter of a century ago, on April 7, 1927, Herbert Hoover, Secretary of Commerce, stepped before a TV camera in Washington and was seen and heard by a small audience of scientists and journalists in New York.

Latest A. T. and T. figures show 66 cities with television service and 108 stations on the air. An impressive 84 cities are linked by the Bell System TV network whose service is available to 96 stations. Paul Walker, FCC chairman, told the NARTB convention in Chicago last week that it would be mid-July before the Commission started processing applications for new stations. Even then, he warned, there would be no quick action because "the FCC seems destined to be a bottleneck."

☆ ☆ ☆

There is no lack of mystery programs on television but few are really good. In the past, "Lights Out" on NBC-TV has been a marked exception that frequently made for exciting viewing. Monday night, the show went on under new sponsorship and with a new producer, Caroline Burke. It was a sad first try. Miss Burke either has failed to acquire a feeling for this type of program or else she was saddled with a particularly unsuitable script. Director Clay Yurdin concentrated on weird camera tricks which further detracted from what little suspense and tension there was left.

☆ ☆ ☆

In every medium there are those who follow the pattern and possibly enlarge on it, and the other few who go their own way, pioneering boldly in new directions. Edward R. Murrow, distinguished newsman, commentator and CBS executive, belongs in the latter category. In his long career in radio and his short but highly successful excursion into television he has brought to these media searching curiosity and fresh imagination that has stirred the audience into the realization that it was seeing and hearing something special.



Edward Murrow

Murrow's "This is London" reports from the blitzed British capital made radio history. Not long ago he made a hit with his popular "Hear It Now" radio series which he co-produced with Fred W. Friendly. He still goes on the air with a 15-minute daily newscast, but his attention these days is centered on "See It Now," the unique weekly television report which is easily the best show of its kind on the air.

Next Sunday afternoon, scoring another impressive "first" in the field of TV news reporting, Murrow will present a behind-the-scenes report on the making of a motion picture. Specifically, his subject will be Samuel Goldwyn's expensive color by Technicolor production of "Hans Christian Andersen." Murrow will let the audience follow the development of a scene from its conception to the finished product. Goldwyn will be on hand to explain and comment. The occasion will fittingly demonstrate the drama of the motion picture and television's tremendous capacities as a medium of communication which Murrow's special talents have brought to full flower.

☆ ☆ ☆

Countering reports about an approaching crisis in television, Fred M. Thrower, vice-president in charge of CBS Television Network Sales, says CBS Television business is at an all-time high with time sales for the first two months of the year 95.7 per cent ahead of last year. CBS-TV's nighttime schedule is virtually sold out. Nevertheless, reports of sponsor cancellations continue to come in from all networks.

☆ ☆ ☆

A new kind of plastic, developed for "props" jointly by NBC and Studio Alliance, was demonstrated Monday. It's waterproof, fireproof, shatter-proof and warp-proof and while tougher and lighter than wood, it has wood's desirable qualities. It also comes in transparent form and permits detailed and rapid reproduction of anything from picture frames to wall curtains.

☆ ☆ ☆

Dinah Shore's low-cut gown on the NBC-TV "All Star Revue" Saturday probably of pre-Code vintage. . . . Motion Picture Herald finds the radio and TV networks gave out close to 10,000,000 free tickets in New York and Hollywood during 1951. . . . Walter Winchell dropping his radio show with Drew Pearson taking over the ABC Radio spot.

FRED HIFT

Members of AFRA And TVA Vote To Merge on July 1

Members of Television Authority and the American Federation of Radio Artists have voted for a merger of their unions on July 1 if an over-all merger with four other talent unions is not effected by that date. The four other unions are Actors Equity, Chorus Equity, American Guild of Musical Artists and the American Guild of Variety Artists.

It was proposed several months ago that all six unions merge. All endorsed a study being made by two universities in the hope of finding a plan for total merger. The study will be completed soon by the institute of Industrial Relations at the University of California and the School of Industrial and Labor Relations at Cornell. The six unions' parent union is the Associated Actors and Artistes of America, AFL.

Legion Places 1 Film In Class B, 8 in A

The current Legion of Decency report places one film, "Rendezvous with Tomorrow," (French), Souvaine Selective Pictures, in Class B and eight in Class A.

In Class A are "Brave Warrior," Columbia; "Never Take No for An Answer," Souvaine; "Story of Robin Hood" and "Tarzan's Savage Fury," RKO Radio; "The Fabulous Senorita," Republic; "Les Miserables" (English version), Lux Films; "The Sniper," Columbia, and "Tomorrow Is Too Late," (Italian) Joseph Burstyn.

Educational TV Bill Signed by Dewey

ALBANY, N. Y., April 8.—A bill creating a temporary state commission to consider a proposed 11-station television system which would be under the general supervision of the Board of Regents and to study the use of television for educational and cultural purposes has been signed by Governor Dewey.

Hail Helen Hayes At Film Premiere

New York paid tribute to Helen Hayes last night as 5,000 persons attended the Capitol Theatre and hundreds of others thronged in front of the house to welcome her back in "My Son John," her first film in 17 years. The occasion was the premiere of the Leo McCarey production.

Town Repeals Tax Levy

BLUFFTON, O., April 8.—The Town Council has repealed the three per cent admission tax which has been in effect here since 1947, the action resulting from protests by theatremen and high school and college leaders. This follows similar action recently taken by the City Council at Bucyrus, O.

When YOU Need Special TRAILERS SPECIALLY Good & Fast
SEND IT TO FILMACK
CHICAGO, 1327 S. WABASH
NEW YORK, 630 NINTH AVE.

Hughes Upheld in Congress

(*Continued from page* 1)

try." The lawmaker criticized sharply the Screen Writers Guild for continuing the membership of those who refused to testify, and said that such a stand "is to invite the active opposition of the American people to the activities of the Guild."

Jackson opened his remarks by declaring the Communists have been so successful in the motion picture industry that they have, out of all proportion to their numbers, succeeded in convincing the American public that "Hollywood is the seat of the American Kremlin." He noted that this activity on the part of Communists and fellow-travelers has brought Hollywood criticism from veterans' organizations and other groups and that it is now quite common to see picket lines around theatres. This public opposition has hurt film business, he noted.

Some people in Hollywood still contend that Communists have not made any serious inroads on the industry, Jackson continued. However, he said, these persons "should know better."

Turning to the morals clause, Jackson said there was no doubt that Communism is offensive to the American people today. He observed that witnesses before Congressional committees refused to answer questions about Communist membership not so much from fear of criminal prosecution but rather because such an admission would render their livelihood uncertain.

"A fight between two moving picture personalities in a Hollywood night club unquestionably constitutes a violation of the morals clause," Jackson said. "But how much greater is the offense, as viewed by the public, committed by a performer who refuses to state whether or not he or she belongs to an organization which seeks to overthrow the government of the United States."

Jackson reviewed at great length testimony by Jarrico before the Un-American Activities Committee and testimony by other witnesses regarding Jarrico's party membership and his Communist front organization affiliations. He said that these witnesses gave "positive and unqualified identifications which to this time have not been refuted by Mr. Jarrico." He said he felt there was no question that Jarrico had been an effective and active member of the Communist Party and that he found "little reason for doubt as to his continuing activity on behalf of the Party and its front organizations."

U.K. Pact

(*Continued from page* 1)

the second year is clearly conditioned by this country's dollar reserve position. That position, and its prospects for the ensuing period may be more readily determined in August than in June. Thus the disposition here to delay the talks as long as practicable.

It is believed that John G. McCarthy, vice-president of the Motion Picture Association of America, who will arrive here from New York next weekend, will have informal talks with Whitehall officials during his visit, and a time for the meetings may then be agreed upon.

The feeling of government officials now is, however, that both parties may find it advisable to defer formal talks until some time in August.

Closes 3 Theatres

(*Continued from page* 1)

under the present proportions of film rentals he was forced to pay distributors, compared with his grosses. He will take up the problem with each distributor, he said, and if a satisfactory arrangement can be made the theatres will be reopened. Greenfield added that he had not yet contacted top company executives, but said preliminary discussions to arrange equitable rentals had been held with some exchangemen.

Color As Important

(*Continued from page* 1)

said Pine-Thomas' "Hong Kong," now in release, is proving "the biggest money-maker in the 12 years" that the team has been operating.

Betty Hutton Reception

Betty Hutton, star of the Palace Theatre's new bill opening Saturday, met the press yesterday at a reception in her Hampshire House suite.

End of K. C. Censor

(*Continued from page* 1)

every film to a reviewer regardless of the need.

Under a new ordinance the distributor must send to the welfare department a notice that the film is to be shown, with its title and a synopsis. A revocable permit may be issued without the film being reviewed, and if anything objectionable shows up the city then may review the film. Robert J. Benson, chairman of the general committee, said the public would be fully safeguarded under the new proceding.

Gottlieb Plans 3

(*Continued from page* 1)

ing deals with U.A. He plans to start production in August on "Billy Rose's Broadway Tales."

When he returns to the Coast by car in about 10 days he intends to contact branch managers and exhibitors en route and hold special screenings of "The Fighter."

Gottlieb cited the incentive which U.A. has given to independent producers. "The new U.A.," he said, "proved that independents can get backing and bookings."

British-Italian

(*Continued from page* 1)

headed by Dr. Renato Gualino, which has now returned to Rome.

Last year, 23 British films were sent to Italy against nine Italian pictures distributed here. British film earnings are not blocked in Italy.

Wilk Leaving W. B.

(*Continued from page* 1)

for many years, he was assigned to acquire unusual story properties for the studio. He is a former journalist, publicist and film importer-exporter.



our editors are singin' the praises of

MGM's

SINGIN' IN THE RAIN

and have named it SEVENTEEN's

MUSICAL OF THE YEAR



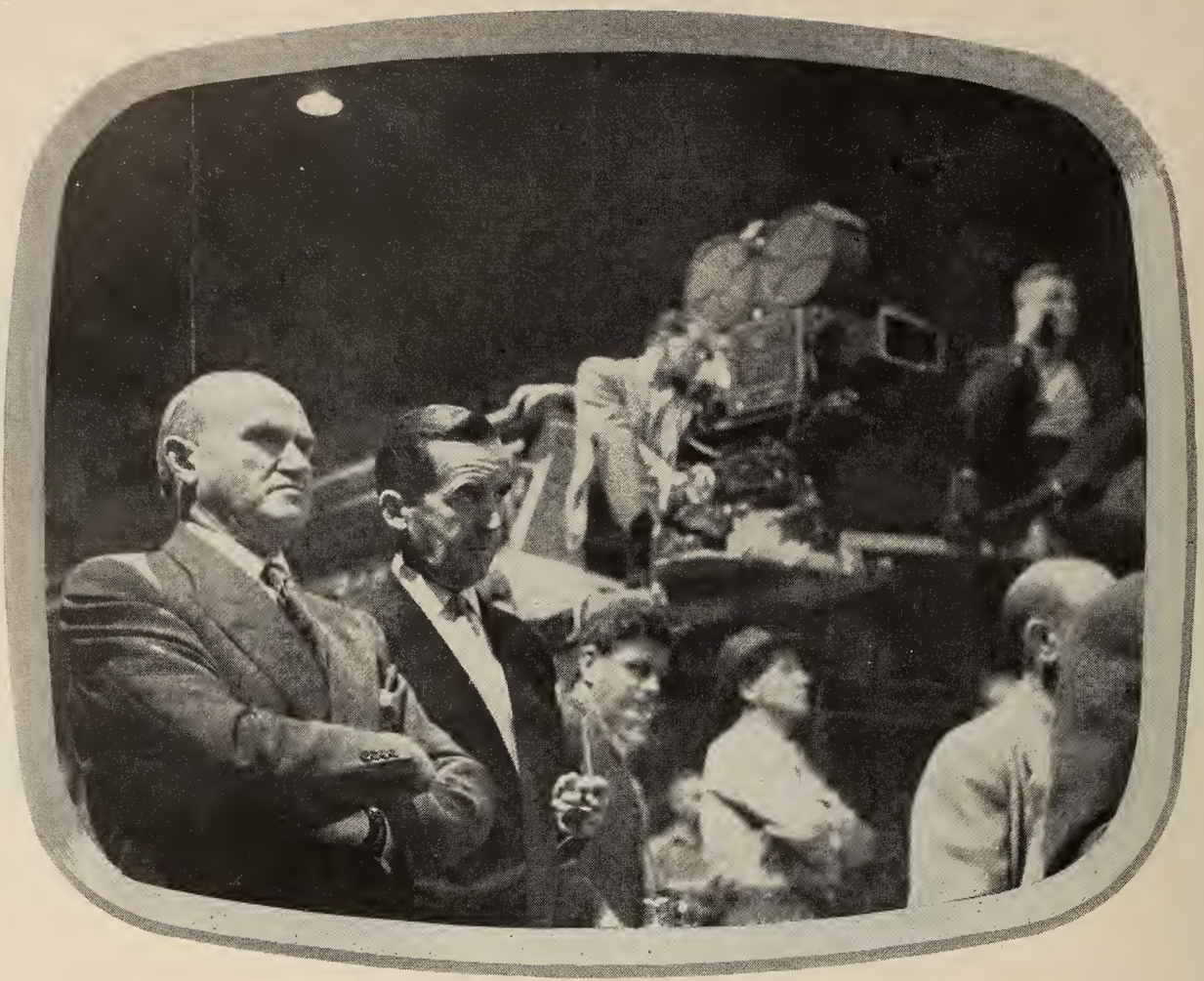
starring
GENE KELLY
DONALD O'CONNOR
DEBBIE REYNOLDS

directed by
GENE KELLY and
STANLEY DONEN
produced by
ARTHUR FREED

Sing with us, Mr. Exhibitor! Our 2,500,000 teen readers (the *best* fans in the U.S.A.) will take this award as a signal for big, big ticket-buying. They'll help "Singin' in the Rain" bring a shower of profits to your box office!

seventeen

the entertainment magazine for young women in their teens



THE FIRST TIME IN HISTORY

SUNDAY, APRIL 13 . . . CBS-TV brings the actual making of a great motion picture straight into the American home. America's leading TV reporter, Edward R. Murrow, will take you behind the scenes of the actual filming of **HANS CHRISTIAN ANDERSEN**,* the latest picture produced by America's most distinguished producer, Samuel Goldwyn... chosen to show to America motion picture making at its greatest. From back stage Hollywood, motion pictures and television join to bring America the best up-to-the-minute coverage of history in the making.

"SEE IT NOW" on... CBS TELEVISION...

SUNDAY, APRIL 13
12:30-1:00 pm PST
KNXT, Hollywood, Calif.
KFMB-TV, San Diego, Calif.
KPIX, San Francisca, Calif.
1:30-2:00 pm MST
KSL-TV, Salt Lake City, U.
2:30-3:00 pm CST
WOI-TV, Ames, Iowa
WAFM-TV, Birmingham, Ala.
WTTV, Bloomington, Ind
WBKB, Chicago, Ill.
WFBM-TV, Indianapolis, Ind.
WHAS-TV, Louisville, Ky.
WTCN-TV, Minneapolis, Minn.
KMTV, Omaha, Neb.
WHBF-TV, Rack Island, Ill.
3:30-4:00 pm EST
WAGA-TV, Atlanta, Go.
WMAR-TV, Baltimare, Md.
WNAC-TV, Boston, Mass.
WBTV, Charlotte, N.C.
WKRC-TV, Cincinnati; O.
WEWS, Clevelond, O.
WBNS-TV, Columbus, O.
WHIO-TV, Daytan, O.
WJBK-TV, Detrait, Mich.
WFMY-TV, Greensboro, N.C.
WMBR-TV, Jacksanville, Fla.
WKZO-TV, Kalamazoo, Mich.
WJAC-TV, Jahnstown, Pa.
WCBS-TV, New York, N.Y.
WCAU-TV, Philadelphio, Po.
WDTV, Pittsburgh, Po.
WHEN, Syracuse, N.Y.
WTOP-TV, Washington, D.C.
SATURDAY, APRIL 19
3:00-3:30 pm CST
KSD-TV, St. Louis, Mo.
SUNDAY, APRIL 20
12:00-12:30 pm PST
KING-TV, Seattle, Wash.
2:30-3:00 pm EST
WTVJ, Miami, Flo.

Hans Christian Andersen

*A SAMUEL GOLDWYN PRODUCTION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 70 NEW YORK, U.S.A., THURSDAY, APRIL 10, 1952 TEN CENTS

Insider's Outlook

By RED KANN

ACCORDING to the representative cross-section of exhibitors enrolled as panelists in *The Herald Institute of Industry Opinion*, the competition of home television is greater currently than it was six months ago. Not pronouncedly so, but greater just the same.

Forty-four per cent of those reporting—roughly about 3,000 theatres—find video is breathing a bit more hotly on their necks. Another 39 per cent find the status unchanged, but the actual significance of the sampling probably is best calculated by combining both percentages of the vote. This appears to us to be valid because, while the 39 per cent reports the situation unchanged, what this group actually is saying is that it's tough—only no tougher now than last September. If this approach is admissible, it means 83 per cent of a cross-section of exhibition finds TV one beeg headache.

■

But things are moving rapidly in video. Advertisers who make the important network shows possible are crying a loud "uncle"; they can't stand the gaff on those costs. As television approaches nationwide saturation, the economics of the situation grow more confounding. For, as new markets open up, video time naturally becomes ever more expensive. It's strictly a Fort Knox-type operation.

Already sixty-minute shows are being cut to 30 minutes when they are not being dropped completely. About 26 TV programs, including many of the best, will pass out of the picture by the end of June. Summer replacements are summer replacements, whether on radio or TV.

■

What this leads to is immediately obvious and it is this: The likelihood—very strong indeed—that exhibitors will find a different state of affairs heaving into sight in the next six months. TV pressure won't be off, but there'll be less of it if the pattern now assuming shape stays put.

Next crisis, please.

'Movietime' Colorama Is One of the World's Largest Color Pictures

The "Movietime, U. S. A." Colorama which will be unveiled in Grand Central today by the Organization of the Motion Picture Industry of New York, rates as one of the world's largest color pictures, according to Eastman Kodak, which made it, measuring 18 feet deep and 60 feet wide, representing the equivalent of 21,000 typical amateur color snapshots. Press and industry representatives will attend a luncheon in the station preceding the launching.

Eastman Kodak also contributed the display space "to increase general awareness of the important role that the movie industry plays in everyone's life." Several-million persons are expected to view the giant picture during the three weeks it will be displayed.

Shot on Kodak Ektacolor Film, and printed on Ektacolor, the transparency was processed in Kodak Park, Rochester. The three photographs used are direct enlargements from portions of 8-x-10-inch color negatives. In making the Colorama, ½-x-5-inch sections of each negative were enlarged to 20-inch-wide and 18-foot-long strips, and these strips were taped together to produce the final result.

To make the display, an authentic reproduction of a typical sound stage was built at Pagano Studios, New York.

MPAA, NETTC to Meet on FCC Hearing Postponement

The Federal Communications Commissions' indefinite postponement of its theatre TV channel hearings, which were to be held May 5, will be discussed at a policy meeting here of the full TV committee of the Motion Picture Association of America on Tuesday.

Meanwhile, Si Fabian, chairman of the National Exhibitors Theatre Television Committee, disclosed that his group would make a new request to the FCC for hearings "at the earliest possible date."

Fabian added that the NETTC would meet shortly to map plans in view of the new delay. Fabian joined James Fly, TV attorney for the MPAA, in expressing his belief that the postponement grew out of a heavy backlog of FCC work and does not affect the merits of the industry's case.

The FCC, in announcing the postponement, said hearings on the industry's bid for exclusive theatre TV channels would be set "as soon as possible." The hearings, according to

(Continued on page 6)

MPA Sets April 18 Arbitration Confab

Distribution company presidents and attorneys will confer here on April 18 with the sales managers' arbitration committee, headed by William F. Rodgers, in a final strategy meeting preparatory to the all-industry conference on arbitration at New York's Hotel Astor on April 22.

Meanwhile, committeemen and the attorneys who are assisting them will continue to confer on plans for possible distribution arbitration propo-

(Continued on page 6)

MPA Sounds House Group on Meeting

WASHINGTON, April 9.—The Motion Picture Association of America, presumably acting on the recent suggestion made by Rep. Clyde Doyle (D., Cal.), is endeavoring to sound out key members of the House Un-American Activities Committee on their attitude toward a meeting with industry representatives to discuss possible amendments to the committee's recent report criticizing Hollywood for

(Continued on page 6)

Report NPA Mulling Controls Relaxation

WASHINGTON, April 9.—A top National Production Authority official said he had told a film industry representative today that the agency has been considering for some time a relaxation in theatre construction controls. The NPA spokesman refused to identify the industry official but it had been reported that J. Robert Hoff, director of the Theatre Equipment and Supply Manufacturers Asso-

(Continued on page 6)

FCC Set to Lift Video Freeze Monday

Would Add 2,000 More TV Stations Eventually

WASHINGTON, April 9. — The Federal Communications Commission is expected to announce Monday its long-awaited decision lifting the television freeze, in effect since September, 1948.

The decision is expected to clear the way eventually for some 2,000 new television stations, although it is unlikely that more than a handful will actually get on the air this year. It will give television for the first time to Denver, Wichita, Spokane, Portland and dozens of other cities throughout the mid-West and the far-West, which are still without it.

The FCC order is slated to add 70 new channels in the ultra high frequency range to the present 12 channels in the UHF range, to give channels for the first time to many cities, to give other cities more chan-

(Continued on page 6)

Canadian Tax Cuts By-pass Admissions

OTTAWA, April 9.—Theatre admissions went unaffected as the Canadian government cut personal income and some excise tax rates by six to 40 per cent and promised the nation a balanced budget for 1952-53.

Hand in hand with the tax cuts went a general increase in corporation income taxes, affecting theatre and film corporations along with those in all other fields.

May 2 Now Likely For MPAA Meets

Postponement of the annual board and membership meetings here of the Motion Picture Association of America from April 22 to May 2 was described yesterday as a distinct possibility.

The postponement would be made, it was said, to make possible a larger attendance, since some distribution executives have indicated they expect to be out of town on April 22.

Goldwyn Telecast is Hailed by COMPO

Edward R. Murrow's telecast on Sunday over CBS of "behind-the-scenes" activities in the production of Samuel Goldwyn's "Hans Christian Andersen" has the Council of Motion Picture Organizations' enthusiastic backing.

COMPO has issued a bulletin urging its members to see the program. It pointed out that Murrow's program could only result in a greater respect for the film industry.

See Decision on 'U' Merger in May

A decision on whether or not there will be a merger of Universal Pictures and Decca Records, which holds a major stockholders' interest in the film company, is expected to keynote the next meeting of the Universal board of directors, slated for May 1, or later in the month if a postponement is necessary.

The need for a decision, according to well-informed sources, grows out of the proximity of the annual stockholders' meeting. Although the meeting is scheduled for July 8, proxy statements regularly go out to stockholders a month ahead. This timing would make the need for a decision in May, if the stockholders are to be informed of merger plans.

The May decision target month was pointed up in a recent statement to stockholders by Milton R. Rackmil, Decca president. Said he: "We expect to know within the next month if the merger is possible at all."

Para. Gulf Theatre Managers to Meet

NEW ORLEANS, April 9.—Paramount Gulf Theatre managers will convene in a two-day meeting here beginning tomorrow. Thirty managers from 19 cities in five states will meet with circuit executives and department heads.

It marks the first circuit-wide meeting under Gaston J. Dureau, Jr., president, who will preside at all sessions.

The agenda for the opening session includes the following speakers: Henry G. Plitt, operations head, Carl Dixon, treasurer, and N. L. Carter, former president.

'Brotherhood' Dinner

BOSTON, April 9.—The Massachusetts Committee of Catholics, Protestant and Jews discloses that Richard Rodgers and Oscar Hammerstein, 2nd, showmen, authors, composers and publishers, will be among those to be honored at the annual "Brotherhood" dinner to be held at the Hotel Statler here on May 8.

Form Arlan Pictures

A new distributing organization, Arlan Pictures, Co. Inc., has been formed here with Harold Wiesenthal as president. Next week Wiesenthal will leave for Boston, Chicago and Dallas to set up territorial distribution deals.

Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and PAUL PEASE, treasurer, left here yesterday for the Coast following their return from Europe earlier.

•

A. SCHNEIDER, vice-president and treasurer of Columbia; NATE B. SPINGOLD, A. MONTAGUE, vice-presidents; PAUL N. LAZARUS, JR., the studio's New York representative, and LEO JAFFE, assistant treasurer, have left here for the Coast.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., accompanied by assistants BERNARD LEVY and AL SICIGNANO, are visiting theatre houses in upstate New York. They will return here Monday.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, is in Denver from Hollywood to confer with branch manager CHARLES DUER.

•

ARTHUR CANTON of DAN S. TERRELL'S promotion staff at M-G-M will return here Monday from a three-week tour of Eastern branches.

•

JULES LEVEY is in Toronto from New York.

J. ROBERT RUBIN, M-G-M vice-president, is slated to return here Monday from Durham, N. C.

•

JOHN M. GOLDSMITH of Warner Brothers' home office advertising department, and MRS. GOLDSMITH are the parents of a boy, ROBERT S. M., born Friday at the Madison Ave. Hospital.

•

M. L. SIMONS, home office assistant to H. M. RICHEY, M-G-M exhibitor relations head, on Sunday will fly to Omaha to attend the Iowa-Nebraska Theatre Owners convention.

•

MERRITT ESPY, co-owner of the Starlight Drive-in at Redding, Cal., and his wife announce the birth of a son.

•

BEN LORBER, head of Universal's insurance department, has returned here from the Coast.

•

M. J. E. MCCARTHY, manager of Monogram's Los Angeles exchange, is confined to his home by influenza.

•

LEW ASTOR, Columbia executive, is in San Francisco from New York.

This week the Institute completes its Report on TELEVISION—

The HERALD INSTITUTE of Industry Opinion

the combined industry thinking on:

- The competition of home television of motion pictures which have played off in theatres . . .
- The minimum time, after theatre exhibition, that should elapse before features are shown on home TV (with separate consideration of "A" pictures and "B" pictures) . . .
- The appearance of motion picture stars on home TV shows, with or without mention of current or forthcoming pictures . . .
- The question of greater use of home TV as a paid advertising medium for motion pictures . . .
- The desirability of expansion of motion picture theatre TV installations. . . .

The analysis of the opinion of the Institute Panels will appear—

in this week's issue of

MOTION PICTURE HERALD

PCA Refutes Charge On Narcotics Films

Hollywood, April 9.—Continuing the recently instituted policy of rectifying misinformation, Production Code Administration spokesman Jack Vizzard today issued a statement correcting the published comment by Federal Narcotics Bureau executive Ernest M. Gentry, San Francisco, to the effect that motion picture and television films showing use of dope are responsible for the increase in juvenile addictions. Gentry's remarks were made at the annual conference of the State Juvenile Officers Association last week.

Vizzard's statement said in part, "Hollywood is the only member of the entertainment world that restrains itself in this matter. The industry should get credit for its sense of responsibility."

Shumow Appointed Midwest Manager

A. Jack Shumow has been appointed Midwestern sales manager for Lopert Films by Sidney Deneau, sales vice-president, effective Monday.

Shumow, an industry veteran, was formerly Warner's branch manager in Chicago, prior to which he was associated with Loew's.

His division will comprise the Chicago, Milwaukee, Minneapolis, Omaha, Des Moines, Kansas City, St. Louis and Indianapolis territories. He replaces Harry Walders, who resigned.

Joint Book and Film Ads for 'Belles'

A merchandising plan, designed to advance both film and book promotions on the local level has been effected for 20th Century-Fox's "Belles on Their Toes" by the Thomas Y. Crowell Publishing Co., which has agreed to pay one-fourth the cost of cooperative ads up to a maximum of 250 lines taken by retailers and exhibitors.

The publishers are providing specially-tailored ad mats so designed as to divide equal credits between the film and book, with space provided for inserting theatre playdate credits.

SEG, AMPP Agree On New Contract

HOLLYWOOD, April 9.—The Screen Extras Guild and the Association of Motion Picture Producers today jointly announced agreement on a new union shop contract, retroactive to October of last year and running into 1958, reopenable for wage discussion by either party in 1954 and 1956. Typical among wage increases granted in many categories is day rate from $15.56 to $18.50.

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When the Doomed, the Damned and the Daring poured through the sprawling, brawling Gateway to Gold!



Gamblers and gold-rushers... gun-boat mutineers and vigilantes... shanghai-ers, shameless women and end-of-the-line adventurers... they went as far as they could go – and then they went against each other!

JOEL McCREA

YVONNE DeCARLO



THE SAN FRANCISCO STORY

PRESENTED BY WARNER BROS.

WITH SIDNEY BLACKMER RICHARD ERDMAN · FLORENCE BATES and ONSLOW STEVENS · JOHN RAVEN · O. S. WHITEHEAD · RALPH E. DUMKE · ROBERT FOULK · LANE CHANDLER

SCREEN PLAY BY D. D. BEAUCHAMP BASED ON A NOVEL BY RICHARD SUMMERS PRODUCED BY HOWARD WELSCH · DIRECTED BY ROBERT PARRISH A FIDELITY-VOGUE PICTURE DISTRIBUTED BY WARNER BROS.

Big story to tell!

Big way to tell it!

WARNERS will release it May 17th!

1,000 Expected at Variety Convention

LAS VEGAS, NEV., April 9.—An estimated 1,000 members and wives are due here for the 16th annual convention of Variety Clubs International, to be held April 28--May 1, according to plans presented to convention general chairman Jake Kozloff at a program meeting held this week.

Also present at the planning meeting were Ben Goffstein, Bob Cannon, Abe Schiller, Dick Chappelle, Cliff Jones, Allard Roen, Earl Brothers, Wilbur Clark, Jack Cortez, Ernie Cragin, Dave Eisenberg, Art Force, Ken Frogley, Truman Hinkle, Norman Keller, Bob Loden, Vic Sayres, Paul Sperling and Jack Young.

The convention will have a Western motiff and activities will be divided among the many downtown casinos and clubs, including El Rancho Vegas, the Flamingo, Last Frontier, Thunderbird and Wilbur Clark's Desert Inn.

Warner Players to Open New Theatre

DENVER, April 9.—The eighth junket of Warner players for out-of-town openings since Jan. 1 has been set for Frank Lovejoy, Dick Wesson and Virginia Gibson, who will open the new independent Paramount Theatre here on Saturday. "Bugles in the Afternoon" will be the first picture. The three players will arrive tomorrow to initiate a program of radio and newspaper interviews and personal appearances.

Review

"About Face"

(Warner Brothers)

WILLIAM JACOBS, Roy Del Ruth and Peter Milne, producer, director and script writer, respectively, have converted the John Monks, Jr.-Fred F. Finklehoffe stage play, "Brother Rat," into a gay and farcical musical-comedy that bubbles over with youth, romance and the spirit of springtime. Starring singer Gordon MacRae and comedian Eddie Bracken and featuring several other personable young men as well as a number of very pretty girls, "About Face" has considerable eye and ear appeal, with the color by Technicolor and an array of bright, if ephemeral, tunes further tipping the scales in favor of customer satisfaction. Few, if any, departures from the standard musical-comedy formula are evidenced, and there is plenty of outright slapstick to boot, but these are minor in a film that measures up splendidly to the definition of escapist entertainment.

The setting is Southern Military Institute where all of the uniformed upper classmen are downright girl crazy, and some, like MacRae, delight in playing the kind of pranks that make date-stealing easier. Bracken, a befogged fellow who usually misses a chair when he attempts to sit in it, stands apart from the other lads by virtue of his being secretly married and about to become a father. Dick Wesson plays a pal of these two, and beauties Virginia Gibson, Phyllis Kirk and Aileen Stanley, Jr., are the objects of the boys' affections. Joel Grey plays a hapless freshman and Cliff Ferre, Broadway singer and dancer, portrays a young teacher-officer, both of whom serve as victims of MacRae's pranks.

The picture offers less of a "story" than it does a series of more or less related incidents, principally comical, leading up to final exams and awarding of diplomas. The tunes, which the capable MacRae renders in the main, include "If Someone Had Told Me," "No Other Girl for Me," "Piano, Bass and Drums," "Wooden Indian" and "Spring Has Sprung."

Running time, 94 minutes. General audience classification. Release date, May 31.

CHARLES L. FRANKE

Jack Carter to Coast

Jack Carter of *Woman's Home Companion* will fly to the Coast this weekend for a two weeks stay to visit studio executives. He will be at the Ambassador Hotel.



ALAN LADD

WILL TOP THE TAKE OF "BRANDED" AND "WHISPERING SMITH" WITH

RED MOUNTAIN

Color by TECHNICOLOR

A HAL WALLIS Production from Paramount

Hold Louis Pacent Services Here Today

Funeral services for Louis Gerard Pacent, 58, pioneer radio engineer, who designed one of the first all power-operated talking motion picture sound equipments while a consultant for Warner Brothers during the 1920's, will be held today in the Doyle B. Shaffer Funeral Home at Little Neck, L. I. Pacent, president of the Pacent Engineering Corp., died in Roosevelt Hospital Monday.

Pacent started experimenting with wireless transmission in 1906, and during the First World War aided the Armed Forces in the development of communications equipment. After the war he started Pacent Electric Co., Inc., which designed and produced electrical and radio apparatus for larger manufacturers.

Surviving are his widow and two sons, Louis Gerard Pacent, Jr., and Homer Cosmo Pacent.

E. C. Telfer of RKO Trinidad Office Dies

E. C. (Bud) Telfer, 58, RKO Pictures' manager in Trinidad for the past 11 years, died suddenly on Monday, according to word received in New York yesterday from Port-of-Spain, where Telfer had headquarters.

Telfer, who is survived by his widow and four children, joined RKO as manager in 1941 after serving for several years in Paramount's Trinidad office.

New Keith Program

Maxine Keith, head of the public relations agency that bears her name, will be heard in a half-hour program of views and interviews over station WJZ from 1:00 A.M. to 1:30 A.M. every Thursday, beginning today. The broadcast will emanate from the Sherbrooke Restaurant. Miss Keith's agency represents United Artists in the field of radio and television publicity.

UK Children's Film Unit Schedules Two

WASHINGTON, April 9.—The British Children's Film Foundation will put its first two films into production shortly, according to Commerce Department film chief Nathan D. Golden.

The agency was established early last year to produce films specially for children. It is controlled by a board of directors consisting of representatives from each of the four main British motion picture trade associations, and during its first year of operation received a grant of about five per cent, or about 60,000 pounds sterling from the British Film Production Fund. During the current year, it is to receive another 100,000 pounds sterling.

Golden said that while the first films are to go into production soon, the board plans to prepare a full 12-month production program before making any public announcements of plans. He added that the board is negotiating with a large number of producers on scripts, and producers are being coached on the special requirements of the Foundation.

National Promotion For 'Winning Team'

HOLLYWOOD, April 9.—Mrs. Grover Cleveland Alexander, widow of the famed baseball pitcher, will tour the country to promote "The Winning Team," starting with ceremonies at the American League opening game in Washington on April 15.

Warner is setting up promotional programs around a "Winning Team Day" in cities where there are big league teams, and other events in all places where there are minor league units.

Court Rules Can't Bid Vs. Jackson Pk.

CHICAGO, April 9.—Federal Judge Michael Igoe has denied the petition of M-G-M and the Jeffery Theatre to permit the latter to bid against the Jackson Park Theatre here for pictures.

Judge Igoe ruled that the Jeffery can play day-and-date with the Jackson Park but cannot take pictures away from it.

Auerbachs Seek Relief

CHICAGO, April 9.—An injunction asking the eight major film companies, and Balaban and Katz and Essaness for a change in the present booking system here, which is said to favor the B. and K. and Essaness circuits, has been filed in Federal Court here by attorney Seymour Orlikoff on behalf of the New Strand Theatre and its operators, Charles and Abraham Auerbach.

Denver Branch Wins Monogram Drive

HOLLYWOOD, April 9.—The Denver branch was the winner of the national "Monogram Week" sales drive.

The winning branch was selected on the basis of billings for "Monogram Week," Feb. 10-16, as well as for collections for the four weeks prior to and following that period. An extra week's salary was the prize awarded to Charles Duer, branch manager; R. C. Ryan and R. Ivy, salesmen, and H. Ross, booker.

"GUNGA RAM"

Filmed in INDIA...in COLOR!





introducing

NINO MARCEL

America's Own Elephant Boy

91 Minutes of Colorful Spectacle and Thrill-Packed Action!

Produced and Directed by **FRANK FERRIN** · 6528 Sunset Boulevard, Hollywood

Report NPA

(*Continued from page* 1)

ciation, was in town today to call on the government agency on TESMA business.

The NPA official said he could not give a date as to when amusement controls might be relaxed, and pointed out that a lot would depend on whether steel production is seriously interrupted in the current wage-price dispute. NPA officials had said previously that amusement controls were unlikely to be relaxed before late summer or fall.

NPA film chief Nathan D. Golden, who said he did not know of a visit by Hoff to his branch, said that he, too, was optimistic about a relaxation in theatre control curbs if the steel supply outlook does not change for the worse as a result of the current dispute.

MPA Sounds House Group

(*Continued from page* 1)

alleged laxity in terminating the employment of communists and fellow travelers.

There is no indication that any formal move has been made by the industry yet but there are numerous evidences in the way of unofficial and informal approaches that a preliminary exchange of views is being obtained.

The preliminary approaches probably are designed to explore how much need there may be for a joint meeting in view of the committee's already announced intention of preparing a supplementary report which will cover the industry's case and very likely bring the earlier report up to date. The committee's supplementary report now is in work. Should its further preparation give rise to questions which committee members might wish to discuss with industry representatives, it is believed a meeting of some nature would be arranged. On the other hand, if committee members feel that the report in preparation is acceptable and covers known industry viewpoints ignored or otherwise slighted in the original report, it might be decided that a formal meeting between industry representatives and committee members is unnecessary.

The Council of Motion Picture Organizations protested the original committee report in February but has not received any acknowledgment of its protest.

Both MPA officials and committee members have declined to comment on the possibilities of a formal meeting being arranged.

FCC to Lift

(*Continued from page* 1)

nels, and to re-juggle frequencies in still other areas.

FCC Chairman Paul Walker has announced that the Commission will probably give would-be broadcasters 90 days to study the order and either revise existing applications or file new ones. About 500 applications are already on file, and Walker has said he expects there will be 1,000 or more applications on file by the time the Commission starts processing them in mid-July.

The FCC procedure will be to grant first of all the applications in cities where the total number of applications do not exceed the number of channels available. However, Walker has said, the Commission expects that applications will exceed the number of available channels in virtually all of the larger cities and in many of the smaller cities, and that in these cases long hearings will be necessary to determine which applications should be approved.

Even where no hearing is required and where a construction permit is issued relatively promptly, it undoubtedly would be many months before the station is actually built and on the air.

Eighth UA Meeting In Detroit Today

CHICAGO, April 9.—Winding up the seventh in their series of area sales meetings at the Blackstone Hotel here tonight, United Artists vice-presidents William J. Heineman and Max E. Youngstein left for Detroit to open their eighth session tomorrow at the Statler Hotel, with executives and personnel of the company's Detroit, Cleveland, Cincinnati and Pittsburgh branches.

The two-day Chicago conference was attended by members of the Chicago, Milwaukee, Minneapolis and Indianapolis exchanges.

Teaching Custodians Dinner on April 18

The 15th anniversary of Teaching Film Custodian's, Inc., will be observed at a dinner on April 18 at New York's Hotel Biltmore. On the occasion certificates of appreciation will be presented to the presidents of cooperating film companies or their representatives, and to Eric Johnston, president of the Motion Picture Association of America.

Cooperating companies include 20th Century-Fox, M-G-M, Paramount, Warner Brothers, RKO Radio, Columbia, Universal-International and Educational Films.

SPG Maps Plans For PR Program

HOLLYWOOD, April 9.—Plans for a promotion program to acquaint the public with the facets of film-making that now receive little or no attention is being mapped by the Screen Producers Guild.

Arthur Hornblow, Jr., chairman of the membership committee, reported that producers feel a worthwhile contribution to the industry's general public relations program can be made by supplying information about the screen as a creative medium. One of the first things the unit intends to do is explain the functions of a producer. Hornblow has pointed out that attention "should be called to the fact that not one of our members has been found guilty of Un-American activities." SPG now has a roster of 123 members.

Arbitration Confab

(*Continued from page* 1)

sals. Several such small-scale conferences were held yesterday, with Ralph Hetzel, Jr., Motion Picture Association of America executive in charge of the New York office, participating.

It is expected that Eric Johnston, MPAA president, will attend the April 18 planning session. At any rate it is certain that he, as the individual who called the industry conference on arbitration, will open the April 22 meeting.

Para. Sells 'Show' to Palace in Chicago

CHICAGO, April 9.—First Chicago run of "The Greatest Show on Earth" has been awarded to Eitel's Palace Theatre by Paramount Pictures. It will follow "Singin' in the Rain," first attraction to be shown at the theatre since the new management took over operation from RKO Theatres. Heretofore, virtually all top Paramount pictures opened in Balaban and Katz theatres here.

Fund Film Preview

A preview screening of "Father Knickerbocker's Dollars," The Greater New York Fund's 1952 campaign film, designed for exhibition in theatres, on TV and at campaign meetings, will take place next Tuesday at the Johnny Victor Theatre in the RCA Exposition Hall here. A reception will follow.

Stick to Own Field, TV Producers Told

Television film producers were urged yesterday not to attempt to imitate Hollywood film fare, but to work within their own medium, by Dr. A. N. Goldsmith, chief consultant to the Radio Corporation of America, at a National Television Film Council luncheon-meeting.

Goldsmith, who said he did not favor the use of old theatrical films for home television, cautioned TV producers to operate within their budget and not attempt to duplicate theatrical film entertainment for home TV. Addressing delegates attending NTFC's quarterly forum at the Warwick Hotel here, Goldsmith predicted a bright future for films on TV.

The all-day forum featured as speakers T. R. Shearer, vice-president in charge of the New York office of A. C. Nielson Co., Eugene Katz, president of the agency bearing his name, and Carolyn Burke, NBC producer.

MPAA-NETTC

(*Continued from page* 1)

Washington sources, will not be held until next fall.

In the meantime, the technical and engineering committee of the MPAA met here yesterday and put the finishing touches on its FCC presentation. Among those attending the meeting were Earl Sponable, 20th Century-Fox; Lester Isaacs, Loew's; Frank Cahill, Jr., Warner, and Bob Dressler, Paramount.

Tamarin to Jamaica

Alfred H. Tamarin, assistant national director of advertising-publicity for United Artists, left New York yesterday for a flying visit to Kingston, Jamaica, B.W.I., to confer with F. H. Robertson, chairman of the Jamaica Tourist Trade Development Board, on promotion plans for "Island of Desire," which was filmed there.

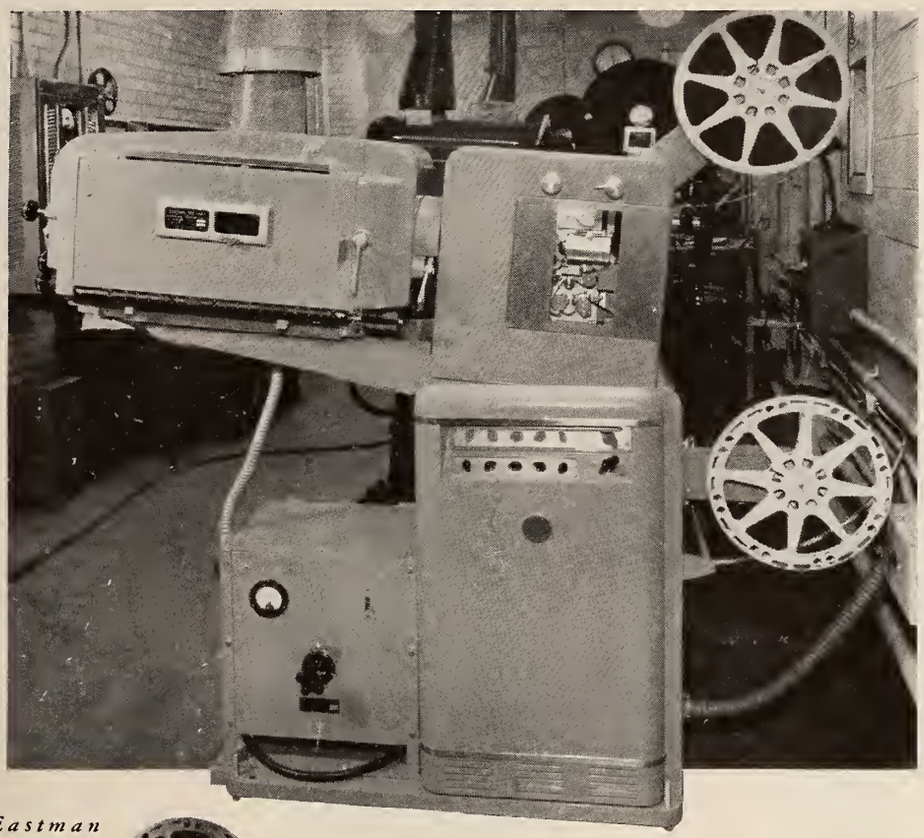
It's the Ball of the Year

Dinner-Dance Entertainment

APRIL 27TH

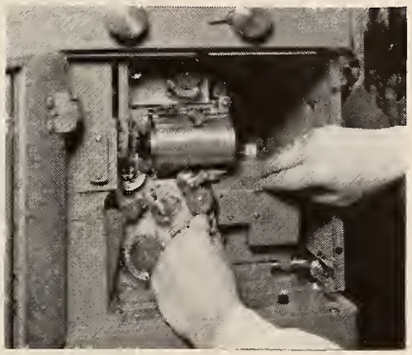
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MOTION PICTURE BOOKERS CLUB

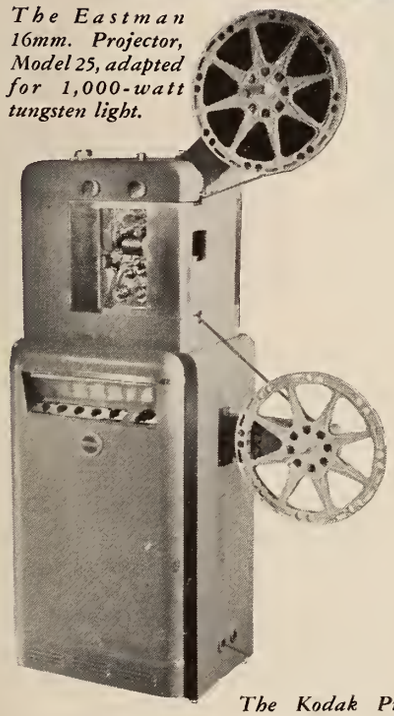


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

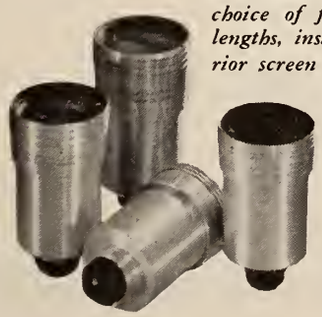
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

New Sound Optics

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to . . .

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ABOUT MAGAZINES AND MOTION PICTURES

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Review these Magazine Facts:

1. Audience pre-sell
2. Greater economy
3. Longer readership life
4. Color backdrop
5. . . . and *more* to come!

True Story COVERING THE BIG-EARNING, FAST-SPENDING WAGE EARNER MARKET

MAGAZINES GO TO 82.5 PER CENT OF THE NATION'S HOMES • EVERYBODY READS MAGAZINES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 71 NEW YORK, U.S.A., FRIDAY, APRIL 11, 1952 TEN CENTS

All Exhibitor Arbitration Delegates Set

Brecher, Frisch Complete Roster of 10 Spokesmen

Exhibition's roster of delegates to the April 22 industry arbitration conference here was completed yesterday with the Metropolitan Motion Picture Theatre Association's naming of Leo Brecher and Manny Frisch as its representatives.

Theatre Owners of America, Allied States Association, Independent Theatre Owners Association of New York and Western Theatre Owners previously announced their respective delegates. Each of the five exhibitor organizations named two delegates, as specified by Eric A. Johnston, Motion Picture Association of America president, who issued the invitations to the parley on behalf of 10 distributors.

The distributors will be represented by a four-man group headed by William F. Rodgers of Loew's. The dis-

(*Continued on page 4*)

EK Cited for Film Colorama Display

Representatives of the Organization of the Motion Picture Industry of the City of New York, the Council of Motion Picture Organizations and the trade press yesterday joined Eastman Kodak officials at a luncheon at Grand Central Station to observe the erection in the station's principal waiting room of Kodak's giant Colorama photographs depicting motion picture production and exhibition.

Fred J. Schwartz, chairman of the New York exhibitor group, expressed its thanks to Eastman officials for "a great service to the motion picture industry and to the exhibitors of the

(*Continued on page 4*)

Rains Hit Drive-ins In the Albany Area

Albany, N. Y., April 10.—Heavy spring rains and thaws have damaged several drive-ins in this district. Harry Lamont's, near Kingston, suspended operations three days this week because the township was inundated. His Overlook at Poughkeepsie lost one night for the same reason.

Georgia Exhibitors Aim At Industry's 'Enemies'

ATLANTA, April 10.—The stage is all set for the opening on Sunday of the fifth annual convention of the Motion Picture Theatre Owners and Operators of Georgia at the Biltmore Hotel here where the meeting hall is expected to resound with blasts at the "enemies" of the industry, both inside and outside, who circulate misinformation and words of pessimism, ill-will and disunity. The attack is the basic objective of this year's meeting.

While practically every exhibitor in Georgia is a member of the organization, the convention, as usual, is expected to attract showmen and others from Florida, Alabama, Tennessee and the Carolinas.

Distribution will participate prominently, with Al Lichtman, director of sales for 20th Century-Fox, as the spokesman, speaking Monday afternoon. Gael Sullivan, executive director of the Theatre Owners of America, will precede Lichtman on the rostrum on Monday, while on Tuesday, Herman Levy, TOA general

(*Continued on page 4*)

Maas Joins MPAA's International Unit

Irving Maas has been named an assistant on the staff of the international division of the Motion Picture Association of America, it was disclosed here yesterday by MPAA president Eric Johnston. Maas will handle special assignments in the foreign field.

Maas, who served as vice-president and general manager of the Motion Picture Export Association from its inception in 1946, resigned at the end of last year after a major portion of MPEA's operations had terminated.

Hollywood Bent on Better Films: Sidney

Hollywood is engaged in a studious effort to make better pictures in the light of many challenges, M-G-M director George Sidney declared yesterday. The director is in New York "to catch up on plays and have some home office conferences."

Sidney said the best answers to television and to critics who enjoy taking "pot shots" at the industry is superior product. Taking exception to "high-brow" critics who are always leveling sarcasm at industry efforts, Sidney pointed out that "Hollywood is a mirror reflecting public

(*Continued on page 4*)

Likens Telemeter To 1st Projector

A prediction that Telemeter "will affect the marketing of entertainment as drastically as it was the day that Thomas A. Edison introduced the first motion picture projector" is contained in a second and revised version of a booklet entitled "The Story of Telemeter."

Telemeter is the subscription television system in which Paramount Pictures has a controlling interest. Plans for an experimental test are underway in Palm Springs, Calif.

The booklet holds that neither radio,

(*Continued on page 4*)

Movietime Tours for Atlanta and Albany

"Movietime U. S. A." Hollywood personality units have beent set up for Atlanta and Albany, N. Y. territorial tours, the Council of Motion Picture Organizations reported here yesterday.

The troupe going to Atlanta on Sunday will be made up of Broderick Crawford, Lizabeth Scott, William Bendix, Rory Calhoun and Lita Baron, and a producer or writer whose name has not yet been announced by the Hollywood "Movietime" committee. The players will first attend the Atlanta convention of the Georgia Theatre Owners.

Those making the tour of the Albany territory during the week beginning

(*Continued on page 4*)

O'Donnell, Cole at Texas COMPO Meet

DALLAS, April 10.—R. J. O'Donnell, who returned here this week from a two-months Mediterranean cruise, has called an informal luncheon meeting of Texas COMPO's executive committee for tomorrow. Plans for the organization's COMPO conference here, June 9-12, will be reviewed at the meeting.

George Murphy will be master-of-ceremonies at the banquet climaxing the June event, at which O'Donnell and H. A. Cole, originators of "Movietime in Texas," will be hon-

(*Continued on page 4*)

Holiday Spurs Sharp Rise in B'way Grosses

'Worst Show Business Week' Maxim Is Upset

A harbinger of robust Easter week business was offered by many first-run Broadway houses yesterday, the first day of spring vacation for the city's school children.

Long waiting lines at many of the theatres were the rule throughout most of the day, and added up to grosses which completely upset the show business maxim that Holy Week is the "worst business week of the year." The hefty business is expected to continue over the weekend and throughout next week, while the school vacation period continues. Exhibitors wore out pencils attempting to estimate the number of television commercials which will

(*Continued on page 2*)

Brothers Warner Sell 190,000 Shares

Of the 200,000 shares of Warner Brothers common stock recently tendered by the Brothers Warner and their families, the corporation expects to acquire 190,000 shares, Harry M. Warner, president, disclosed yesterday.

In another report on the result of the latest invitation to tender stock, Warner disclosed that the company expects to acquire a total of 669,185

(*Continued on page 4*)

Annual Film Award From the D. A. R.

Washington, April 10.—The Daughters of the American Revolution will inaugurate this year what promises to be an annual award to a top American film.

It was reported that the award will be made to the film doing the most to instill the proper American traditions in children. Each state chapter is to submit a nomination and the award will be made at the annual convention here next week.

B'way Grosses

(*Continued from page* 1)

pass unseen and unheard in the next 10 days.

Over capacity business was the rule of the day at Radio City Music Hall, and the Roxy reported that yesterday's gross was better than the opening day business of "With a Song in My Heart."

Many theatres, including the Hall, the Roxy and the Paramount, plan to have extra performances during the Easter holiday.

At the Hall, a big $21,000 was registered at the box-office for the beginning of the third week of "Singin' in the Rain," in addition to the Hall's traditional Easter stage show. The Roxy, which also features an Easter show on stage, expected to hit a sturdy $14,500 for the day with "With a Song in My Heart."

The Paramount for the first two days of "Bend of the River" estimates a good $16,000. Billy Eckstine is currently headlined on the Paramount stage. Fine business was also reported at the Warner, now featuring "Jack and the Beanstalk," at the Capitol, where "My Son John" is playing and the Criterion, with "At Swords Point" on the screen.

Betty Hutton to Open Tomorrow at the Palace

The RKO Palace Theatre will open its new two-a-day show at tomorrow's matinee, with Betty Hutton heading the all-star variety bill. The theatre has been closed for the last three weeks, preparing for the new show.

Other headliners appearing with Miss Hutton include Herb Shriner, Borrah Minevitch's Harmonica Rascals and the Skylarks.

NETTC to Go Ahead With FCC Bid Plans

A pledge that the National Exhibitor's Theatre Television Committee shall "not mark time" while awaiting a new date on the industry's bid for theatre TV channels to the Federal Communications Commission was made here yesterday by Si Fabian, chairman of the NETTC.

He expressed hope that the FCC would set a new date as "soon as possible." In the meantime, Fabian said NETTC would keep its presentation for the hearing up-to-date. He termed the FCC's postponement of the hearings "a source of keen disappointment to the motion picture industry," but said the delay would not be "disasterous."

WCBS-TV Acquires 14 British Films

WCBS-TV has acquired a new package of 14 British films, made between 1946 and 1950 and produced by British National Films, Ltd., for exclusive showings in the New York Metropolitan area, David Savage, manager of the WCBS-TV film department, disclosed here yesterday.

The films are distributed in the U. S. by M. and A. Alexander Productions.

Personal Mention

AMERICO ABOAF, Universal-International foreign sales manager, will return here from Europe over the weekend.

•

LAURITZ GARMAN, past president of the Allied Motion Picture Theatre Owners of Maryland, will be honored by the group at a dinner on April 17 in Baltimore.

•

JOYCE O'HARA, Motion Picture Association of America vice-president, will accompany ERIC A. JOHNSTON, MPAA president, to the Coast this weekend.

•

W. RAY JOHNSTON, Monogram-Allied Artists board chairman, has left here for Europe.

•

VITTORIO DeSICA, Italian producer-director, will arrive here by plane from Hollywood today.

•

EMANUEL COHEN, producer, is in Key West, Fla., where he will make an independent film.

ROBERT LIPPERT, head of Lippert Pictures, arrived here from the Coast by plane yesterday.

•

B. R. WOLF, Western division manager of National Screen Service in San Francisco, accompanied by his brother-in-law, ARTHUR BARNETT, owner of the Rex Theatre, Oakland, Cal., is vacationing in Honolulu.

•

CHARLES E. KURTZMAN, Loew's Theatres Northeastern division manager, is in Peter Bent Brigham Hospital, Boston, recuperating from an operation.

•

EMORY AUSTIN, Southern division manager of M-G-M publicity, has returned to his Atlanta headquarters from Hollywood.

•

ABE KRAMER, Associated Circuit official, and his wife, are on their way to the Coast from Cleveland.

•

TED GALANTAR, M-G-M field man, is in Portland from San Francisco.

Loew's Promoting 'Knot-Hole Gangs'

In the first four days of registration, more than 10,000 youngsters have become members of the newly-organized Loew's-M-G-M Happy Felton Knot-Hole Gangs, and it is anticipated by Loew's that more than 100,000 will join before May 1, and 250,000 during the summer. Branches of the Gang are being formed in some 35 Loew's theatres throughout the city, Westchester and New Jersey.

Happy Felton, stage and TV star, with Dodger ball players, will put on special Knot-Hole Gang shows in many Loew's theatres. There will be special events for members of the Gangs.

Briskin Heads Jewish Fund Drive in L. A.

HOLLYWOOD, April 10.—Producer Samuel J. Briskin has been appointed chairman of the 1952 campaign of the United Jewish Welfare Fund, president Mendel B. Silberberg of Los Angeles Jewish Community Council announced. The annual dinner launching the campaign will be held at Beverly Hills Hotel April 24.

Canada Not Issuing Any Theatre Permits

TORONTO, April 10.—A construction survey has brought out that, because of federal restrictions on steel, not one permit was issued in January and February for the erection of a theatre anywhere in Canada. The report for March, when completed, is expected to show the same.

Grey to 'Photoplay'

Tony Grey, editor of Actual Publications' screen books for six years, will join *Photoplay* on Monday as managing editor, according to an announcement by Fred R. Sammis, editor-in-chief of Macfadden Publications.

Allied Unit Discusses Taxes, Deliveries

DETROIT, April 10.—Allied Theatres of Michigan reported a big victory in Ann Arbor when natives turned thumbs down on proposals to levy municipal taxes on amusements, payrolls, incomes and other items, it was disclosed at an organization board meeting held here yesterday.

The vote was 4,177 "no" to 3,069 "yes." A heated campaign, headed by Allied, drew the biggest turnout ever recorded at a municipal election.

Also discussed was the Michigan Public Service Commission Lansing hearing on May 1 on the Michigan Allied and Butterfield suit against the film delivery increase requested by Film Truck Service.

Next Michigan Allied board meeting is scheduled for May 14.

Crescent Asks Okay For New Theatre

NASHVILLE, April 10.—Crescent Amusment Co. has petitioned the Federal District Court here for permission to build a new theatre in Lewisburg, Tenn. Hearing has been set for tomorrow.

The motion, which was brought under provisions of Crescent's Federal consent decree requiring it to obtain court approval before undertaking new operations, will be opposed by the Department of Justice.

Brook, Olivier to Confer

Peter Brook, who will direct "The Beggar's Opera" for Herbert Wilcox and Sir Laurence Olivier, will arrive by plane from London over the weekend to meet with Olivier regarding the film. He will then proceed to Hollywood for a visit at the studios. "The Beggar's Opera," to be filmed in color, will start shooting at Shepperton Studios, London, about June 1, when Wilcox has completed "Trent's Last Case."

Maryland Owners Seek Tax Relief

Baltimore, April 10.—Maryland theatre owners are seeking relief from the state tax of one half of one per cent on admissions. The move has been made in an appeal to State Senator George Della from C. Elmer Nolte, Jr., of Durkee Enterprises, as chairman of the legislative committee of Allied of Maryland.

Nolte asked for the Senator's support for "much-needed tax relief" and termed it a "matter of urgency and importance." Senator Della referred Nolte's letter to the budget and finance committee.

WB Sells 2 Theatres In Mass. to Hoffman

BOSTON, April 10.—The Warner Brothers Circuit Management Corp. announced today that it has sold the Strand and Globe theatres in Clinton, Mass. The deal was completed last night.

The theatres are now operated by Bernard Hoffman of New Haven, who took possession today.

2 Newsreel Houses Get Fight Picture

The Sugar Ray Robinson-Rocky Graziano fight film has been booked into the Embassy Newsreel theatres on Broadway and in Newark. The fight is scheduled for the Chicago Stadium Wednesday night and the film is due for a Thursday morning opening.

Kress on 'Apache Trail'

HOLLYWOOD, April 10.—Harold F. Kress has been assigned to direct "Apache Trail" for M-G-M, with Hayes Goetz producing. The director will leave shortly for Arizona and New Mexico to scout locations for this story about stagecoach days in the Southwest, based on a screenplay by Jerry Davis.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene KELLY · Donald O'CONNOR · Debbie REYNOLDS

Color by TECHNICOLOR · An M-G-M Picture

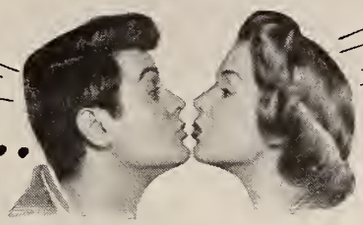
plus The Glorious Easter Stage Show



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THE EXCITING *YOUNG* STAR SENSATIONS

Together Again...



in Love Again!

That Rage of the Age...





Tony CURTIS

with the nation's new heart-sigh

Piper LAURIE





"NO ROOM for the GROOM"

The gay, romantic story of an unkissed bride and her fit-to-be-tied groom!



with

Don DeFORE · Spring Byington

Directed by DOUGLAS SIRK • Screenplay by JOSEPH HOFFMAN • Produced by TED RICHMOND • A Universal-International Picture

Universal International

1912 40th Anniversary Year 1952

U.I. makes the pictures with the BUILT IN PROFIT!

'Enemies'

(*Continued from page* 1)

counsel, is scheduled for an address. Mitchell Wolfson, president of the TOA, is also on the speakers' list.

Another highlight will be Tuesday afternoon's session of the Atlanta exchange area's grievance panel to which only organization members and complaining exhibitors will be admitted. A panel discussion on actual grievances will follow.

Hollywood players will attend a convention luncheon on Monday, among them Broderick Crawford, Dorothy Lamour, William Bendix, Ruth Roman, Lizabeth Scott, Rory Calhoun, Lita Baron and Don (Red) Barry, with his horse. Gov. Herman Talmadge and Atlanta Mayor William Hartsfield will deliver messages of welcome to the delegates and their wives.

An open meeting will follow the luncheon. Officers and committees will report Tuesday morning, with an election to follow. The present president is J. H. Thompson of Hawkinsville.

High on a busy social calendar will be the president's banquet and dance Tuesday evening, while Monday evening has been set aside for the organization's traditional cocktail party.

Convention committees follow: General program, E. D. Martin, O. C. Lam, C. P. Patrick, Jimmie Harrison, Ray Edmondson. Arrangements, J. H. Thompson, Ray Martin, Jr., John Carter. Program ads, Lam, A. B. Padgett, Thompson. Ladies activities: Mrs. John Carter, Mrs. Bill Wooten, Mrs. W. M. Snelson. Registration, W. M. Snelson, L. M. Stockton. Entertainment, Stockton. Hotel reservations, John Thompson, John Hackney. Nominations, Snelson. Resolutions, J. S. Tankersley. Distributors, Paul Wilson, Charles Kessnich. Publicity, Emery Austin, Leonard Allen.

Movietime Tours

(*Continued from page* 1)

April 20 will be Greer Garson, Audrey Totter, Sterling Hayden, Victor Jory, Archie Mayo, director, and Sam Marx, producer.

A Georgia TOO luncheon for 800 persons will kick off the Atlanta tour on Monday. Following the luncheon the Movietime troupe will be split into two units which will visit the pincipal cities and towns of the territory for the rest of the week.

A reception by Governor Dewey at the Governor's Mansion will mark the beginning of the Albany tour, which will include visits to Schenectady, Troy, Herkimer and other towns.

Likens Telemeter

(*Continued from page* 1)

TV, nor motion pictures "solved the tough problem that had to do with the distribution economics of the billion-dollar entertainment business. Now, Telemeter . . . supplies a scientific solution to that baffling economic problem."

Texas COMPO Meet

(*Continued from page* 1)

ored. O'Donnell and Cole are co-chairmen of national COMPO's tax committee and may advance plans for committee activities at tomorrow's session.

Reviews

"Skirts Ahoy!"

(M-G-M)

CURVACIOUS Esther Williams sings, dances and swims her way through this melodious Joe Pasternak production, all done up pretty and bright in color by Technicolor. She is ably assisted by Joan Evans and Vivian Blaine. And just to make sure that the customers go away satisfied, numbers featuring Billy Eckstine and the De Marco Sisters have been added. In short, this M-G-M musical has all of the ingredients which should spell robust box-office revenues.

"Skirts Ahoy" is a story of the girls in the WAVES. Although for different reasons the Misses Williams, Evans and Blaine have left civilian life, all find themselves in agreement as WAVE recruits—life is pretty dull without a man in a young girl's life. The lightweight story, which is simply a vehicle for the music, dances and swimming ballets, deals with "the man problem" adequately.

The big entertainment value, however, lies in song and dance routines. Especially good are numbers such as Miss Williams leading a bucket brigade of WAVES and singing about the wetness of the service. She shines again in the many water ballets, the best of which is the "nursery game" sequence.

Sidney Lanfield directed, while Harry Warren did the songs and music and Ralph Blane the lyrics. Georgie Stoll was the musical director. Nick Castle created the musical numbers and was responsible for their staging. The screenplay was written by Isobel Lennart. Others in the cast include: Barry Sullivan, Keefe Brasselie, Dean Miller, Margalo Gillmore, Jeff Donnell, Russell (Bubba) Tongay and Kathy Tongay.

Running time, 109 minutes. General audience classification. Release date, May 30.

MURRAY HOROWITZ

"The Atomic City"

(Paramount)

A TAUT, suspenseful spy thriller that capitalizes on the terror of a small boy for dramatic effect is unreeled in "The Atomic City." With proper exploitation, the sensationalism of the theme alone should lend itself to good box-office appeal.

Authenticity is obtained with shots of Los Alamos, N. M., and surrounding Indian excavations. While the plot format runs along time-tested formula lines, the story thread of Soviet agents attempting to ferret out atomic and H-bomb secrets is practically a composite of the most lurid recent newspaper headlines.

The film's suspenseful punch rests, however, with the nightmarish terror of an innocent child, used as a pawn of spies. The son of Los Alamos' leading atomic scientist is kidnapped by ruthless agents. It is the scenes of his recapture and the tracking down of his kidnappers by the FBI which form the highpoints of this film. Director Jerry Hopper astutely shows good generalship in aiming his cameras at the hunted boy, first as he wildly flees his pursuers and then as he's trapped in a cave. In addition, there is a breath-taking rescue.

The cast, composed of comparative unknowns, perform competently, especially Lee Aaker, the boy. Others include Gene Barry, Lydia Clarke, Michael Moore, Nancy Gates and Bonny Kay Eddy. Joseph Sistrom produced, and Sydney Boehm wrote the screenplay.

Running time, 84 minutes. General audience classification. For June release.

M. HOROWITZ

"Bronco Buster"

(Universal-International)

THOSE rousing, muscular dramas of the West, the rodeos, come in for some spirited screen treatment in "Bronco Buster." Within the framework of a conventional romantic triangle the picture takes the audience through a series of rodeo shows with all their varied and fascinating events. The production constitutes reliable entertainment that will appeal to rural and metropolitan audiences alike.

John Lund, Scott Brady and Joyce Holden head the cast with color by Technicolor providing an added selling point.

The story gets underway with Lund, a champion cowboy, returning to the rodeo circuit following a leg injury. It is almost a foregone conclusion that trouble will eventually stem from Brady, an arrogant newcomer to the rodeo ranks who has a careful eye for making newspaper headlines. The two manage to get along amicably until Brady makes a play for Lund's girl, Miss Holden. The screenplay, by Horace McCoy and Lillie Hayward, takes time out of the hectic arena events every now and then to play up the rivalry as well as chronicle the cocky escapades of Brady. A grandstand play by him results in serious injury to the rodeo clown, Chill Wills, who is Miss Holden's father.

A sobering lecture from Wills and a boxing lesson from Lund teach Brady the error of his ways. At the happy finale wedding bells toll for Lund and Miss Holden.

Ted Richmond produced and Budd Boetticher directed.

Running time, 80½ minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Technicolor Dividend

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents a share, payable April 30 to stockholders of record on April 21.

Monogram Meet April 23

HOLLYWOOD, April 10.—Monogram Pictures has scheduled a board of directors meeting for April 23 at the studio here.

EK Cited

(*Continued from page* 1)

country and particularly to those of New York for the colorful and beautiful panorama display."

The display, covering 18 by 60 feet, rates as one of the world's largest color pictures, and cost Eastman Kodak some $9,000 to erect. Schwartz pointed out that "the hundreds of thousands of people who will see this display will have an eloquent reminder that great entertainment is really produced on Eastman Kodak film and is shown in theatres of New York City."

Kodak officials at the luncheon were Frank Wakeley, A. Baxter Johnson and Kenneth W. Williams. William Westphal and William J. Reddick represented the William J. German Co., distributors of E-K raw stock to the industry. Charles E. McCarthy represented COMPO, and Leon Bamberger, Max A. Cohen, Lynn Farnol and Philip Miles were other industry representatives who attended.

Hollywood Bent

(*Continued from page* 1)

taste and it tries to give the public what it wants."

Sidney recently completed "Scaramouche," starring Stewart Granger and Eleanor Parker, which is expected to open late in May at Radio City Music Hall. Next on his agenda is "Young Bess" with Granger and Jean Simmons.

Television activity is at a high pitch in Hollywood, Sidney observed. He predicted that Hollywood, with its resources of talent and technicians, will become the home of all television.

Sidney, who is also president of the Screen Directors Guild, said that membership is increasing every month with its roster now numbering 700.

Brothers Warner

(*Continued from page* 1)

shares. Some 859,787 shares were tendered at prices under $14.99 a share and approximately 71 per cent of the stock so tendered will be purchased by the company.

The cost of the stock to be acquired, it was added, is $10,000,166. After deducting the stock to be purchased, there will be 4,950,600 shares still outstanding.

Arbitration

(*Continued from page* 1)

tributors and each exhibitor organization will have legal counsel present also.

MMPTA several days ago indicated it would be represented at the conference but delayed naming delegates. Edward Rugoff, MMPTA president, made the appointments.

'Champions' to See 'Pride' Tomorrow

"The Pride of St. Louis" will be screened here tomorrow evening at the Waldorf Astoria Hotel, highlighting the first annual "Dinner of Champions" sponsored by the American Baseball Academy. The proceeds of the dinner will go to the Academy's anti-juvenile delinquency drive.

Meanwhile, the film will have its world premiere this evening at the Missouri Theatre in St. Louis.

RADIO, TV POLL STARS RECEIVE FAME AWARDS

RADIO'S AND TELEVISION'S CHAMpions of 1951, determined by radio and TV editors and critics around the country, polled by *Motion Picture Daily* for *Fame*, have been presented with their award scrolls in recent weeks. Pictured here are some of the winners as they received their Achievement Awards. *Fame*, Quigley Publications' annual audit of talent, is now in distribution.







Above, Jimmy Durante, voted Best Television Performer of 1951. At right, above, Groucho Marx, Best Quiz Show in radio and TV. At left, Herb Shriner, voted TV's Most Promising Male Star.



At right, Ronald Colman, Film Personality Most Effective in Radio, receives scroll from Eric Warner of Quigley Publications. At left, Jack Benny, Radio's Best Comedian. Below, George Feneman, Best TV Announcer.









Jack Webb of "Dragnet," Radio's Best Mystery Show.



Don Wilson, Best Radio Studio Announcer, at left.

Above, Dinah Shore, Radio's Best Popular Female Vocalist.

YOUR 4th of JULY ATTRACTION

WAIT 'TIL THE SUN SHINES, NELLIE

COLOR BY TECHNICOLOR

IS READY TODAY! *See It Now...*

and start planning your happiest holiday celebration!

Directed by
HENRY KING
who gave you such toppers as
DAVID AND BATHSHEBA *Technicolor*
I'D CLIMB THE HIGHEST MOUNTAIN *Technicolor*
and
12 O'CLOCK HIGH

EDDIE CANTOR

Mr. George Jessel
20th Century-Fox Studios
Beverly Hills, California

March 28th
1 9 5 2

Dear Georgie:

Every now and then a picture comes along which makes this guy open his heart and his check-book. Hence, this paid advertisement for "Wait 'Til the Sun Shines, Nellie."

The fact that "Nellie" happens to be produced by the Toastmaster-General of the United States, whom I've known for more than forty-two years, makes this doubly important to me.

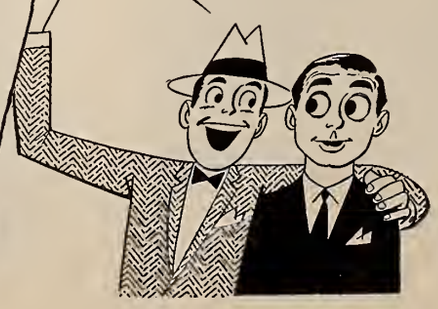
Sitting in a cold projection room for two hours, and having these banjo eyes filled with tears time and time again -- laughing uproariously at scenes which are so warm, so human, so funny -- is something of which you and your studio might be very proud. I have never felt that I was above the crowd. Usually, what I go for is what the people in Hutchinson, Kansas -- Boston, Massachusetts, and the rest of the country buy.

Kid -- you've got yourself a big hit. If people don't lay down their bucks at the box office for "Wait 'Til the Sun Shines, Nellie," then there is no more show business.

Congratulations!

Eddie

"Thanks, Eddie. 'NELLIE' CAN'T WAIT to show exhibitors everywhere that ***THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!"***



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 72 NEW YORK, U.S.A., MONDAY, APRIL 14, 1952 TEN CENTS

Kazan Admits He Was a 'Red' In Mid-1930's

Says Communists Aimed To Take Over Equity

WASHINGTON, April 13.—Elia Kazan, top-ranking stage and film director, admitted to the House Un-American Activities Committee that he had been a member of the Communist Party for a 19-month period in the mid-1930's while he was working with the Group Theatre.

He said he had joined the Party late in 1934 and quit early in 1936. He named as other Party members in the Group Theatre unit to which he was assigned writer Clifford Odets and actors Morris Carnovsky and J. Edward Bromberg. Odets, he said, had quit the Party about the same time he did, early in 1936.

Two key aims of the Communist

(*Continued on page 4*)

TV Station 'Freeze' Is Lifted by FCC

WASHINGTON, April 13.—The Federal Communications Commission announced today the lifting of its three-and-a-half year old television freeze, with the assignment of 2,053 new TV stations in 1,291 communities in the U. S. and its territories and possessions.

Effective date of the freeze lifting is tomorrow. The new order adds 70 UHF channels to the present 12 VHF channels, which provided for 400 stations in 140 metropolitan areas.

(*Continued on page 5*)

FCC Ruling Due on UPT Rental Issue

WASHINGTON, April 13.—The Federal Communications Commission's "catch-all" Paramount hearings are due to resume here tomorrow after a two-week recess. All indications are that the hearings, entering their 12th week, will go on for at least several weeks more.

First order of business will be a ruling by FCC hearing examiner Leo Resnick on a motion by Allen B. DuMont Laboratories that American

(*Continued on page 5*)

Kazan Statement Cites Communist Danger in U.S.

ELIA KAZAN, film and stage director, issued the following statement here on Friday, in connection with his testimony given to a session of the House Committee on Un-American Activities in Washington the day before.

"In the past weeks, intolerable rumors about my political position have been circulating in New York and Hollywood. I want to make my stand clear:

"I believe that Communist activities confront the people of this country with an unprecedented and exceptionally tough problem. That is, how to protect ourselves from a dangerous and alien conspiracy and still keep the free, open, healthy way of life that gives us self-respect.

"I believe that the American people can solve this problem wisely only if they have the facts about Communism. All the facts.

"I now believe that any American who is in possession of such facts, has the obligation to make them known, either to the public or to the appropriate Government agency.

"Whatever hysteria exists—and there is some, particularly in

(*Continued on page 5*)

20th Drive to Honor Division Heads

Twentieth Century-Fox will devote the week of May 11-17 to a sales drive in tribute to the company's division sales managers, Al Lichtman, director of distribution, disclosed here at the weekend. Branch managers, office managers, salesmen and bookers in the company's 38 branches have begun to organize their forces for the event, he said.

W. C. Gehring, executive assistant general sales manager, is touring ex-

(*Continued on page 5*)

Ga. Showmen's Meet Will Open Today

Atlanta, April 13.—Exhibitor delegates from Georgia and guests from Florida, Alabama, Tennessee and the Carolinas started arriving here today for the opening tomorrow at the Biltmore Hotel of the fifth annual convention of the Motion Picture Theatre Owners and Operators of Georgia.

The two-day parley, which will be attended also by a number of Hollywood stars, is expected to be a forum for the expression of ideas designed to improve theatre business and for the indictment of persons and groups who circulate misinformation about the industry.

Moon Takes Over 'U' Distribution Post

Ray Moon has been named assistant domestic sales manager of Universal Pictures by Charles J. Feldman, sales manager. Moon's appointment, effective today, fills a post left vacant when A. J. O'Keefe resigned in December, 1950.



Ray Moon

A veteran of more than 30 years in distribution and exhibition, Moon was a sales executive with 20th Century - Fox for some 10 years prior to his resignation last January, holding posts as special home office sales rep-

(*Continued on page 5*)

Industry Groups Step Up UJA Drive

Several branches of the amusement division of the United Jewish Appeal have accelerated their participation in the nationwide UJA campaign for $151,000,000. Among these groups are film company chairmen, independent exhibitors, film exchange chair-

(*Continued on page 4*)

Paramount '51 Profit Was $5,459,273

Say Decrease in DuMont Earnings Caused '51 Drop

A 1951 profit of $5,459,273, after provision for U. S. and Canadian taxes, was reported at the weekend by Paramount Pictures. This compares with earnings of $6,565,041 for 1950. The decrease in 1951 was attributed principally to reduced earnings of Allen B. DuMont Laboratories, Inc.

Taxes for 1951 were $1,829,158 higher than for the previous year. All companies were not subject to U. S. excess profits taxes in 1951 or 1950.

Last year's earnings represent $2.33 per share on the 2,342,116 shares outstanding on Dec. 29, 1951, compared to $2.67 per share on the 2,455,200 shares outstanding at the end of 1950.

Earnings do not include approximately $43,000 for 1951 and $1,269,000

(*Continued on page 4*)

Para. Buys Into Vistascope Corp.

Paramount Pictures has purchased a half-interest in the Vistascope Corporation of America, headed by Sol Lesser, it was disclosed here at the weekend.

The Vistascope, claimed to be a big cost-saving device for motion picture and TV studios, permits the use of photographs for foreground setting, with live action on stage.

The Vistascope Corporation, it was added, will immediately set up operational facilities for the marketing of the equipment which will be made available on a royalty basis.

More Papers Begin N.Y. Ad Plan Talks

The initial joint newspaper film directory, with about 54 New York neighborhood theatres participating in the reduced advertising rate plan, will appear today in the New York *Post*.

Meanwhile, negotiations are underway with the New York *World Telegram and Sun*, the *Herald Tribune* and the *Times*. The *Mirror*, *Daily News* and the *Journal* already have expressed interest in the plan.

Rodgers To Discuss Film Arbitration

William F. Rodgers, Loew's executive, will address the members of the New York Film Board of Trade on Wednesday, on "Arbitration in the Motion Picture Industry."

Past speakers who have addressed the board include Gael Sullivan, Si Fabian, Louis Phillips, Paul Raibourne, Martin Quigley, Bosley Crowther, and others.

Set 14 New Westrex Recording Deals

Fourteen new motion picture recording license agreements with studios in New York, California, England, Philippine Islands, India, and Italy have been completed by Westrex Corp., reports E. S. Gregg, vice-president and general manager.

The studios follow: David Klein, Fulton Recording Co., and Cinerama, all in New York City; Cinesound, Hollywood; Supersonic Service, Burbank; Standard Camera Equipment, Glendale; Nettlefold Studios, Surrey; Cinematograph Export, London; Premiere Production, Manila; Rohini Pictures, Revathi Studios and Narasu Studios, Madras; Cinecitta—S.P.A. Stabilimenti Cinematographici and Centro Sperimentale De Cinematografia, Rome.

Grainger in a New Move Versus Shea

Edmund C. Grainger, former general manager of Shea Enterprises and the Jamestown Amusement Co., on Friday brought suit in Supreme Court, Westchester County, N. Y., alleging non-performance of a $30,000 option agreement he had with the circuit.

The suit was the latest move in the contract dispute which was touched off when Grainger was ousted as general manager. Two other litigations are currently pending in the New York Statutory Court and in the Bronx County Surrogate's Court.

Court Approves New Crescent Theatre

NASHVILLE, April 13. — Federal Judge Elmer Davies on Friday ruled that court permission for Crescent's acquisition of the Lewisburg Theatre is unnecessary, thus overruling Department of Justice objections that Crescent's Federal consent decree barred the acquisition.

Havlice to Cleveland

SAN FRANCISCO, April 13.—Robert Havlice, assistant manager at Loew's Warfield here for the past two years, has been transferred back to Loew's State in Cleveland. James McMillan, former manager of Fox West Coast's Cinema here, has been given the assistant manager's post at the Warfield. George W. Barnes, assistant at the Fox, Oakland, has been promoted to manager of the Cinema.

Personal Mention

JACK KARP, Paramount studio executive, flew to the Coast from here over the weekend. He had returned here from Europe late last week.

•

MRS. HENRY LAZARUS, head of the Lazarus Theatre circuit, is in New York from New Orleans, accompanied by her nephew, BILL SCHULMANN, manager of the Circle Theatre.

•

AL STERN, RKO Radio publicist, and RALPH BANGHART of TERRY TURNER's exploitation staff, are in Montreal from New York and will remain there for a week.

•

EDNA TIMMS, booker with 20th Century-Fox in Atlanta, was given a party by the company in celebration of her coming marriage. She is resigning from her post.

•

JOHN H. CLARKE, manager of Loew's Theatres, Toronto, received a gold watch from JOHN MURRAY of Loew's, Inc., in commemoration of his 25 years with the circuit.

•

MRS. BETTY CHATHAM, secretary to ARTHUR C. BROMBERG, president of Monogram Southern exchanges, Atlanta, is vacationing with her husband in Florida.

•

ALFRED JUNGE, art director for M-G-M studios in London, will arrive here from the Coast tomorrow and will fly to London on Thursday.

•

NORMA SHAW of National Theatre Supply in Cleveland, will marry ROBERT GRANT of Cleveland on Aug. 9.

•

MRS. BARNEY PITKIN, wife of the RKO Radio branch manager in New Haven, is visiting in Los Angeles.

•

HY LEVINE, independent New Haven distributor, has become a grandfather for the ninth time.

WILLIAM J. HEINEMAN and MAX E. YOUNGSTEIN, United Artists vice-presidents, accompanied by Eastern-Canadian sales manager NAT NATHANSON, returned here over the weekend from Detroit.

•

H. S. LEVIN, president of General Theatrical in San Francisco, will attend the Variety Clubs convention in Las Vegas April 28, accompanied by his son, JESSE, circuit treasurer, and MRS. JESSE LEVIN.

•

VIRGIL JONES has been named head booker and office manager of the Warner exchange in Indianapolis, succeeding JANE BEARD, who resigned to go into business with her husband.

•

M. A. GOLDRICK, Far Eastern regional manager of the Westrex Corp., has returned to New York after visiting Westrex subsidiaries in various parts of the world.

•

JANIS CARTER will be guest of honor at the annual convention of the Allied Independent Theatre Owners of Ohio in Cleveland May 19-21.

•

LEWIS J. RACHMIL, RKO Radio producer, has received a citation from the Crusade for Freedom for his short subject, "The Big Truth."

•

LEO H. RAINEY, assistant manager of Loew's Grand in Atlanta, has resigned to manage the Riviera Theatre, Knoxville, Tenn.

•

MAX LEFKOWICH, BERT LEFKOWICH and LEO GREENBERGER, Community Circuit officials in Cleveland, have returned there from Florida vacations.

•

LEO ROSENCRANS of Jerry Fairbanks Productions, is in Cincinnati from Hollywood.

•

JERRY WALD is planning to join his production partner, NORMAN KRASNA, in Europe shortly.

Building Code Hearing

ALBANY, N. Y., April 13.—The fourth hearing of proposed amendments to the code for places of public assembly (which became effective May 1, 1949) will be held at the local offices of the State Board of Standards and Appeals April 21. Commissioner George S. Raymond will preside. Representatives of exhibitor organizations will attend.

Richardson Leaves Films

CLEVELAND, April 13.—Robert Richardson, former Eagle Lion branch manager and more recently district sales manager for Souvaine Selective Pictures here, has closed the Souvaine office and will enter another business. The Souvaine Cleveland territory will be handled out of Cincinnati by Gene Tunick. Richardson had been in the film business since 1936.

Coast Conferences This Week Will Result in Talent Salary Ruling

Washington, April 13.—Joseph D. Cooper, executive secretary of the Salary Stabilization Board, will confer with producer and studio guild officials in Hollywood this week on salary control policies in the industry.

The Board has had under consideration for several months recommendations from a special panel on salary regulations for "talent" workers, but has indicated it needs more information for a final ruling. Cooper, slated to be on the West Coast for several speaking engagements, will try to get some of this extra information from film officials while there.

Newsreel Parade

THE steel seizure order and forthcoming election speculation are current newsreel highlights. Other items include fighting in Korea, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 31—Truman seizes steel mills in wage dispute. Phone tieup. Reds remember death of Lenin. President Rhee honors U. S. units. Duke of Edinburgh in coal mine. Bonnets, boxing, racing.

NEWS OF THE DAY, No. 265—Truman seizes mills in steel crisis. Spotlight on Taft. Eisenhower resigning. Korea talks front quiet. Jet pilot life saver. Animal trainer. Junior boxing.

PARAMOUNT NEWS, No. 68 — Navy tests ejector seat. New York Bronx zoo fashion lesson. Steel seizure order stirs national debate.

TELENEWS DIGEST, No. 15-B—President Truman intercedes in crisis in steel. Illinois: Taft triumph. NATO moves to Paris. New school in California. Bowling Alley antics.

UNIVERSAL NEWS, No. 551 — Steel strike off. Mock warfare in Texas. New ejector seat for jet pilots. German circus. Horse olympics. Navy youngsters boxing.

WARNER PATHE NEWS, No. 70—Gen. Ridgeway in Korea. Prince Philip in a mine. First Cavalry Division in Japan. Italian fashions. San Francisco fire. Pilot ejector. War games in Texas. N. Y. civil defense test.

Terry Reminisces In 'Parade' Article

Paul Terry, who this year will turn out his 1,000th entertainment film, told of his early experiences in the industry in an article in yesterday's issue of *Parade,* Sunday supplement of newspapers published in 34 cities.

It is estimated that some 13,000,000 readers of the supplement were informed about the beginnings of Terry's career in the article, which is entitled "They All Laughed."

Cincinnati Stopoff For A. & C. Today

Abbott and Costello will arrive in Cincinnati today in the Warner personal appearance tour which is taking them to 15 cities in connection with "Jack and the Beanstalk."

Today they will appear at the RKO Palace here, climaxing a tour of Pittsburgh, Harrisburg and Washington over the weekend.

$7.8-Million for Candy During 1950

WASHINGTON, April 13.—Theatre chains bought $7,870,816 worth of candy for sale to customers in 1950, the Commerce Department reported. They accounted for about 2.3 per cent of all candy sales in the U. S., it was indicated.

ITOO Board to Meet

COLUMBUS, O., April 13.—April 22 has been set for an Independent Theatre Owners of Ohio board meeting at the Deshler Wallick Hotel here, at which details of the ITOO convention on May 19-21 in Cleveland will be discussed.

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Low Grosses Blamed For Phila. Closings

PHILADELPHIA, April 13.—The recent closing of three Greenfield theatres here was blamed on "low grosses," instead of high film costs, by Loew's division manager Robert Lynch.

In a letter to theatre operator William I. Greenfield, Lynch, commenting on the closing of the Byrd, Sherwood and Riviera, took issue with Greenfield's contention that high film rentals caused their closing. However, Lynch on behalf of Loew's, held out this promise to Greenfield: "When you are ready to open your theatres again we will still try to go out on the limb a little further to help along."

Lynch stated in his letter that Loew's earned an average of about 26 per cent on the films taken by Greenfield. "That, based on the fact that the grosses were very slim, made our film rentals so low that you didn't pay 50 per cent of the pro-rata share or actual cost of the film," Lynch continued.

Two 'Frisco Houses Have Anniversaries

SAN FRANCISCO, April 13. — Two San Francisco theatres are marking their 30th anniversary.

Loew's Warfield booked Debbie Reynolds on stage and "Singin' in the Rain" on the screen for its anniversary celebration. At the Golden Gate, manager Mark Alling will bring in the world premiere of "Macao" for the theatre's 30th birthday later this month. Robert Mitchum and Jane Russell will be on hand for personal appearances.

Review

"Tomorrow Is Too Late"

(Joseph Burstyn)

WHEN the Italian-made "Tomorrow Is Too Late" had its premiere at Loew's State at the weekend it enjoyed the distinction of being the first foreign film to play that Broadway showcase.

The picture has many qualities which put it in the category of superior importation. In a frank and sensitive manner it deals with the awakening of youngsters to the realities of life and sex and the attendant dangers of picking up misinformation on the streets. The picture speaks out earnestly against that tyranny of silence and narrow-mindedness on the part of some parents and teachers that serves only to keep youngsters in harmful darkness.

In booking the picture exhibitors might consider the forthrightness of the theme. It should be pointed out however that the story is handled with good taste and intelligence.

By no means is the picture just a preachment. It is rich in humor and dramatic appeal and the direction of Leonide Moguy is masterful. He has elicited from the youngsters, with whom the picture teems, expressions so sly and subtle as to be exhilirating, and emotions so deep as to be profoundly moving.

Vittorio De Sica, the noted director of "Shoeshine," and "Bicycle Thief," plays a vital role as a schoolmaster who along with another enlightened teacher, Lois Maxwell, rebel against the dark and repressive pedagogical methods of a camp directress. The two youngsters around whom the plot revolves are Pier Angeli and Gino Leurini, and the artistic integrity of their performances is testimony to Moguy's directorial skill.

The screenplay by Alfred Machard and Moguy builds up cumulatively to the near-tragic climax. In it the two youngsters seek shelter from a storm in an abandoned church, and suspicious minds, finding them there surmise the worst.

A Rizzoli-Amato production, it was produced by Guiseppe Amato, with Moguy also serving as co-producer. Adequate English subtitles are provided.

Running time, 103 minutes. Adult audience classification. April release.

MANDEL HERBSTMAN

Hyman H. Schallmann, 57

CHICAGO, April 13.—Hyman H. Schallmann, 57, Chicago theatrical agent for 35 years, died Thursday in Columbus Hospital here.

20th Reports High Production Peak

HOLLYWOOD, April 13.—The 20th Century-Fox studio currently is hitting what was described by the company as a high production peak, with six features in work.

Now before the cameras are "Don't Bother to Knock," starring Richard Widmark and Marilyn Monroe; "My Wife's Best Friend," starring Anne Baxter and MacDonald Carey, and "Monkey Business," starring Cary Grant and Ginger Rogers.

Also in work are "Pony Soldier," starring Tyrone Power, and "The Stars and Stripes Forever," biography of John Philip Sousa. In production, but temporarily halted due to Gregory Peck's leg injury, is Darryl F. Zanuck's "The Snows of Kilimanjaro," starring Peck, Susan Hayward and Ava Gardner.

20th-Fox Stars in Magazine Articles

Profiles of four 20th Century-Fox stars crediting their current and upcoming pictures highlight the latest issues of *Photoplay, Modern Screen, Movie Stars Parade,* and *Screenland* magazines.

Susan Hayward, now starring in "With a Song in My Heart" and later this year in "The Snows of Kilimanjaro," is the subject of two feature stories in the May *Modern Screen* and June issue of *Filmland.* "Belles on Their Toes" star, Jeanne Crain, is in the May issue of *Movie Stars Parade.*

PARAMOUNT TRADE SHOWS

Wednesday, April 16, 1952

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W. SOMERSET MAUGHAM'S

Encore

Starring

GLYNIS JOHNS · NIGEL PATRICK
KAY WALSH · ROLAND CULVER
RONALD SQUIRE

Adapted by
Eric Ambler, T. E. B. Clarke and Arthur Macrae
Produced by ANTONY DARNBOROUGH
Directed by
Harold French, Pat Jackson and Anthony Pelissier
A J. Arthur Rank Production

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florido Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grond Avenue	10:30 A.M.
* OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St. (Thursday—April 17)	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gote Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8:30 P.M.

* NOTE: Will be shown on Thursday, April 17th, only in Omaha

Para. Profit

(*Continued from page* 1)

for 1950, representing Paramount's share of undistributed earnings of non-consolidated domestic and Canadian compaines.

The consolidated balance sheet of the company and its domestic and Canadian subsidiaries as of Dec. 29, 1951, shows total current assets of $72,339,700 and current liabilities of $8,178,216, leaving a net working capital of $64,161,484.

Income, Expenses

Film rentals, theatre receipts, etc., for 1951 amounted to $94,628,572, against $81,825,286 for 1950. General and theatre operating expenses for the respective years were $19,294,127 and $16,352,755, while film distribution costs were $19,949,278 and $18,031,890.

Legion Reviews 10; Rates One as 'C'

Ten new pictures have been reviewed by the National Legion of Decency and one, Mayer - Kingsley's "Young and the Damned" received a Class C rating.

In Class A-1 are Warner's "Jack and Beanstalk" and RKO Radio's "The Target." In Class A-11 are United Artist's "Confidence Girl," 20th Century-Fox's "Lydia Bailey," RKO Radio's "Narrow Margin," and 20th Century-Fox's "Wait Till the Sun Shines, Nellie." In Class B are Columbia's "The Brigand," RKO Radio's "The Half Breed," and Realart's "Kid Monk Baroni."

Kazan Admits He Was 'Red'

(*Continued from page* 1)

Party in the mid-1930's were to take over Actors Equity and the Group Theatre, Kazan stated. Neither of these ends was accomplished, he added.

Kazan had originally appeared before the Un-American Activities Committee in an executive session on Jan. 14, it was revealed Friday. At that time, he had admitted his Party membership, but had refused to give the Committee very much information about others who had been in the Party at the time.

Apparently Reconsidered

He apparently reconsidered this decision later, and decided to tell the committee all he knew. Late Thursday, he appeared before Rep. Walter (D., Pa.), sitting as a one-man subcommittee, and gave the full story. The transcript of this testimony was released Friday.

At the conclusion of his testimony Thursday, Kazan was thanked by Walters for his cooperation with the committee.

Kazan told Walters he had reconsidered his earlier decision because he had become convinced that "secrecy serves the Communists and is exactly what they want." He said he felt the "American people need the facts and all the facts about all aspects of Communism in order to deal with it wisely and effectively. My obligation as a citizen is to tell everything I know."

He joined the Party, he said, because it wasn't clear then that the Party was taking orders from the Kremlin and because it seemed to him an effective instrument for helping the poor and unemployed and for fighting Hitlerism. For his entire 19 months in the Party, he said, he was assigned to one unit, consisting entirely of Group Theatre members. Bromberg and Lewis Leverett were co-leaders of the unit, he said, and members included Odets; Carnovsky; Phoebe Brand, later Mrs. Carnovsky; Tony Kraver; Paula Miller, later Mrs. Lee Strasberg; and Art Smith. V. J. Jerome and Andrew Overgaard were Party functionaries assigned to indoctrinate the unit, he declared.

The members were asked to do four things, Kazan testified; to indoctrinate themselves in Marxist and Party doctrine; to help the Party get a foothold in Actors Equity; to provide entertainment for and support front organizations; and to make the Group Theatre a Party mouthpiece.

The drive to take over Equity was headed by actor Robert Caille, Kazan said. He stated the tactic was to demand that actors get pay for rehearsal time, and by winning this, get prestige for the Party members who led the drive, permitting them to gain control of the union. The drive got rehearsal pay, Kazan said, but the Communists never got a strong foothold in Equity.

The Party never succeeded in gaining control of the Group Theatre either, he said, because "control stayed firmly in the hands of the three non-Communist directors—Harold Clurman, Lee Strasberg and Cheryl Crawford."

Kazan admitted helping to provide entertainment for front organizations and union meetings through the League of Workers' Theatres and the Theatre of Action. He said he acted in, directed and wrote plays, and taught at a school for actors and directors run by the League. He said both were "unquestionably" Communist controlled outfits.

In the winter of 1935-36, he related, the Party instructed him to raise a demand in the Group Theatre that it be run more democratically. He said that convinced him he had had "enough regimentation and being told what to say, think and do," and that he had quit the Party.

He declared he never subsequently joined any front organizations, but admitted that he had occasionally allowed his name to be used by some later named as front organizations. He said his connection with these was "so slight and transitory" that he had to rely on a listing prepared by the 20th Century-Fox research department after a long and careful search. He couldn't even remember many of the organizations on the list, he said.

His only contribution after this time to a front organization was a $500 one to the Committeee for the Hollywood Ten, Kazan stated.

Gustave Mohme Expands

MEXICO CITY, April 13.—Gustave Mohme, former 20th Century-Fox manager here, who for some years has been distributing Mexican pictures in the U. S., has extended that business to Canada with the opening of an exchange in Montreal. Edmund Noonan, former manager of the Cine Olimpia, local first-run, will manage the exchange.

UJA Drive

(*Continued from page* 1)

men, purchasing agents, legitimate theatres and music publishers. Acceleration came in response to an appeal by Robert Benjamin, United Artists partner, for all members of the industry to lend their full support to the drive.

Firm Chairmen

Chairmen leading the drive in their respective firms are: Max Seligman, Columbia; Irving Greenfield, Loew's; William Brenner, National Screen; Arthur Israel, Jr., Paramount; Leonard Goldenson and Robert Weitman, United Paramount Theatres; Robert Goldfarb, RKO Pictures; Harry Mandel, RKO Theatres; Spyros Skouras and Jack Lang, 20th-Fox; Max Youngstein, United Artists; Adolph Schimel, Universal; Sam Schneider, Warner.

Independents in Drive

Participating in the drive of the independent exhibitors group are: Chairman Solomon Strausberg, Interboro Circuit, and co-chairmen Emanuel Frisch, Randforce Theatres, and Fred Schwartz, Century Circuit. Strausberg has called a meeting for today in his office here. Among those wo are expected to attend are: Ed Fabian, J. Joshua Goldberg, Harold Rinzler, Leslie Schwartz, Morton Sunshine and the officers of the group.

Co-chairmen Len Gruenberg and Phil Hodes are leading the drive in the exchange group. Charles B. Moss is in charge of the purchasing agents drive.

Rodgers Host

Chairman Richard Rodgers will be the host at a legitimate theatres unit luncheon on May 15 at the Hotel Astor. Edward M. M. Warburg, general chairman of the United Jewish Appeal will be the guest speaker.

Julius Collins, ASCAP executive, and chairman of the music group, reports that publishers and songwriters are extending their full cooperation.

Former UJA chairmen who have agreed to serve as Benjamin's co-chairmen are: Barney Balaban, Jack Cohn, Si Fabian, Sam Rosen, Abe Schneider and Fred Schwartz.

Other leaders who have also agreed to serve with Benjamin are: Spyros Skouras, Ned Depinet and Arthur Krim.

Production Is Off; 25 Features in Work

HOLLYWOOD, April 13.—A six-point drop on the production index brought the total number of pictures in work down to 25. Four new films were started and 10 were completed.

Started were: "The Kid from Broken Gun" and "The Pathfinder," Columbia; "You for Me," Metro-Goldwyn-Mayer; "City Beneath the Sea," Universal-International. Completed were: "The Dirty Dozen," (Kramer) Columbia; "Port Sinister," (American Pictures), RKO Radio; "Abbott and Costello Meet Captain Kidd," (Woodley), Warner; "Eagle on His Cap" and "One Piece Bathing Suit," Metro-Goldwyn-Mayer; "Stalag 17," Paramount; "Thundering Caravans" and "Toughest Man in Tombstone," Republic; "The Black Castle" and "The Riding Kid," Universal-International.



FCC Ruling

(*Continued from page* 1)

Broadcasting Co. and United Paramount Theatres be required to supply detailed information on rentals paid for films in recent years and receipts from film showings. DuMont argues this data is needed to indicate how much "market leverage" the merged company would have, should the FCC approve the proposed merger.

Following Resnick's ruling, DuMont will put rebuttal witnesses on the stand, to testify on ABC-UPT claims that the merger is needed to build up competition in the television broadcasting field. The ABC-UPT witnesses have argued that ABC needs UPT financial backing to put it on a competitive level with the other TV networks. First DuMont witness will be Chris Witting, director of the firm's television network.

ABC Opponent

On Tuesday, the hearing will get testimony from Gordon Brown, owner of Rochester's AM station WSAY and a long opponent of ABC.

After Brown's testimony, FCC attorneys will cross-examine Robert F. Wilby, A. H. Blank and other UPT directors on how specific theatres were acquired and operated. The FCC staff is pinning considerable importance on this cross-examination, and, it was learned, has been getting considerable information from lawyers in the Justice Department anti-trust division on Paramount theatre acquisition practices.

Depending on the outcome of this cross-examination, the FCC lawyers may call witnesses of their own to testify on the merger and other aspects of the proceedings.

Paramount Pictures president Barney Balaban and vice-president Paul Raibourn are also scheduled to come back for further cross-examination by the FCC staff.

20th Sales Drive

(*Continued from page* 1)

changes to aid in planning the tribute. Gehring was in Boston and New Haven last week, and is set to visit Washington and Philadelphia this week.

Distribution chiefs to be honored are C. Glenn Norris, Atlantic; T. O. McCleaster, Central; Martin Moskowitz, Empire State; M. A. Levy, Midwest; E. X. Callahan, New England; Harry Ballance, Southern; Herman Wobber, Western; Peter Myers, Canadian, and Paul Wilson, assistant Southern division manager.

During the tribute week releases will include the color by Technicolor musical, "With a Song in My Heart," "The Pride of St. Louis," "Deadline U.S.A.," "Belles on Their Toes," "Viva Zapata!" and "Rose of Cimarron."

Moon Takes Over

(*Continued from page* 1)

resentative, Northeast district manager and Eastern and Central division manager. He had been Central division manager of 20th-Fox with headquarters in Chicago at the time of his resignation.

Moon was a member of the Universal distribution organization between 1921 and 1930. In 1930, he organized Cooperative Theatres of Michigan and headed the organization for many years.

Kazan Statement

(*Continued from page* 1)

Hollywood—is inflamed by mystery, suspicion and secrecy. Hard and exact facts will cool it.

"The facts I have are sixteen years out of date, but they supply a small piece of background to the graver picture of Communism today.

"I have placed these facts before the House Committee on Un-American Activities without reserve and I now place them before the public and before my co-workers in motion pictures and in the theatre.

"Seventeen and a half years ago, I was a twenty-four-year-old stage manager and bit actor, making $40 a week, when I worked.

"At that time, nearly all of us felt menaced by two things: the depression and the ever-growing power of Hitler. The streets were full of unemployed and shaken men. I was taken in by the Hard Times version of what might be called the Communists' advertising or recruiting technique. They claimed to have a cure for depressions and a cure for Naziism and Fascism.

"I joined the Communist Party late in the summer of 1934. I got out a year and a half later.

"I have no spy stories to tell, because I saw no spies. Nor did I understand, at that time, any opposition between American and Russian national interest. It was not even clear to me in 1936 that the American Communist Party was abjectly taking its orders from the Kremlin.

"What I learned was the minimum that anyone must learn who puts his head into the noose of Party 'discipline'. The Communists automatically violated the daily practices of democracy to which I was accustomed. They attempted to control thought and to suppress personal opinion. They tried to dictate personal conduct. They habitually distorted and disregarded and violated the truth. All this was crudely opposite to their claims of 'democracy' and 'the scientific approach'.

"To be a member of the Communist Party is to have a taste of the police state. It is a diluted taste but it is bitter and unforgettable. It is diluted because you can walk out.

"I got out in the spring of 1936.

"The question will be asked, why I did not tell this story sooner. I was held back, primarily, by concern for the reputations and employment of people who may, like myself, have left the party many years ago.

"I was also held back by a piece of specious reasoning which has silenced many liberals. It goes like this: 'You may hate the Communists, but you must not attack them or expose them, because if you do, you are attacking the right to hold unpopular opinions and you are joining the people who attack civil liberties.'

"I have thought soberly about this. It is, simply, a lie.

"Secrecy serves the Communists. At the other pole, it serves those who are interested in silencing liberal voices. The employment of a lot of good liberals is threatened because they have allowed themselves to become associated with or silenced by the Communists.

"Liberals must speak out.

"I think it is useful that certain of us had this kind of experience with the Communists, for if we had not, we should not know them so well. Today, when all the world fears war and they scream peace, we know how much their professions are worth. We know tomorrow they will have a new slogan.

"First hand experience of dictatorship and thought control left me with an abiding hatred of these. It left me with an abiding hatred of Communist philosophy and methods and the conviction that these must be resisted always.

"It also left me with the passionate conviction that we must never let the Communists get away with the pretense that they stand for the very things which they kill in their own countries.

"I am talking about free speech, a free press, the rights of property, the rights of labor, racial equality and, above all, individual rights. I value these things. I take them seriously. I value peace, too, when it is not bought at the price of fundamental decencies.

"I believe these things must be fought for wherever they are not fully honored and protected whenever they are threatened.

"The motion pictures I have made and the plays I have chosen to direct represent my convictions.

"I expect to continue to make the same kinds of pictures and to direct the same kinds of plays."

TV 'Freeze'

(*Continued from page* 1)

At present, 108 stations are on the air. The order changes the channel assignments of 30 of these 108 stations, but keeps them in the VHF band.

Applications now on file must be brought up to date, the FCC stipulated. Revised applications and new applications can be filed from now on. Processing of applications will not start until July 1, however.

The FCC order specifically reserves channels—one in most of the larger cities—for educational use.

After July 1, the FCC will give top priority to the following types of applications: non-commercial educational channels; channels in territories and possessions; applications from the 30 stations whose frequencies have been changed; applications from cities 40 or more miles from areas where TV is now operating; and applications from cities to which only UHF channels have been assigned.

In Order of Population

All other applications will be considered after these categories have been processed. In general, all processing will be in order of the population of the area, with the areas with the densest population getting first consideration.

The Commission said it would not consider before Nov. 1 applications to change existing facilities.

The new order assigns TV channels for the first time to dozens of cities in the South, Mid-West and Far West.

Commission officials have indicated they thought it unlikely that more than a handful of stations would get on the air this year. In the first place, processing won't start until July 1. Then, even if the Commission acts relatively promptly after that, it will be considerable time before a station can be built and start broadcasting. And finally, in most large cities, long hearings will be needed to determine which of competing applicants should get the channels. FCC chairman Paul A. Walker has admitted that the Commission "seems destined to become a bottleneck."

Commissioners Jones and Hennock dissented from the order. Commissioner Bartley, a recent appointee, did not participate.

Venice Festival Asks RKO for 6 Films

The board of governors of the Venice Film Festival, which is slated for late August, has requested RKO Radio to enter six films as prize entries, the company reports.

Films requested are Gabriel Pascal's production of Bernard Shaw's "Androcles and the Lion;" Wald-Krasna's "Clash By Night," produced by Harriet Parsons; "Macao;" Winchester Pictures' "The Big Sky;" Edmund Grainger's "The Korean Story," and Wald-Krasna's "The Lusty Men."

Smith Joins Ad Bureau

Edward J. Smith has been appointed district sales manager of the Movie Advertising Bureau by Claude F. Lee, director of national sales. The bureau is a national advertising division of the Motion Picture Advertising Service Co., Inc. and United Film Co., Inc.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Mar. 2	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD—104 min. (Rev. 3/10/52)		JUST THIS DNCE Janet Leigh Peter Lawford C—90 min. (Rev. 1/17/52)		(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (5105) (Rev. 1/28/52)	THE LAST MUSKETEER Rex Allen O—67 min. (5142)	(March Releases) RANCHD NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (221) (Rev. 2/11/52)	(March Releases) FIVE FINGERS James Mason Danielle Darrieux D—108 min. (Rev. 2/13/52)	(Alex. Paal) A TALE OF FIVE WOMEN Bonar Colleano CD—86 min.	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215) (Rev. 3/6/52)	
Mar. 9	SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52)		LOVE IS BETTER THAN EVER Elizabeth Taylor C—81 min. (Rev. 2/5/52)	RODEO (Color) Jane Nigh O—70 min. (5104) (Rev. 3/4/52)			THE PACE THAT THRILLS Bill Williams D—63 min. (213) (Rev. 3/18/52)	RETURN OF THE TEXAN Dale Robertson Joanne Dru O—88 min. (Rev. 2/13/52)	(King Bros.) MUTINY (Color) Mark Stevens D—76 min. (Rev. 2/26/52)	FLESH AND FURY Tony Curtis Jan Sterling D—82½ min. (214) (Rev. 3/11/52)	BUGLES IN THE AFTERNODN (Color) Ray Milland Helena Carter OD—85 min. (116) (Rev. 1/31/52)
Mar. 16	JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D—65 min. (Rev. 3/3/52) OKINAWA Pat O'Brien Cameron Mitchell D—67 min. (Rev. 2/27/52)							VIVA ZAPATA! Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	(Natl. Film Board of Canada) ROYAL JOURNEY (Color) Documentary 52 min. (Rev. 1/18/52)	THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	
Mar. 23	NIGHT STAGE TO GALVESTON Gene Autry O—61 min. (Rev. 3/13/52)		THE WILD NORTH (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	HOLD THAT LINE Leo Gorcey CD—64 min. (5211)		LEADVILLE GUNSLINGER Alan "Rocky" Lane O—54 min. (5171) (Rev. 3/26/52)	RDAD AGENT Tim Holt O—60 min. (223) (Rev. 2/18/52)		(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/26/51)		A STREETCAR NAMED DESIRE Vivien Leigh Marlon Brando D—122 min. (104) (Rev. 6/14/51)
Mar. 30	(April Releases) THE MARRYING KIND Judy Holliday Aldo Ray CD—93 min. (Rev. 3/12/52)	WINGS OF DANGER Zachary Scott D—72 min (5106)		THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)	(April Releases) MY SON, JOHN Helen Hayes Van Heflin D—122 min. (5116) (Rev. 3/20/52)	DKLAHOMA ANNIE (Color) Judy Canova John Russell OC—90 min. (5122) (Rev. 4/7/52)	RASHO-MON (Japanese) A—90 min. (268) (Rev. 1/3/52)	(April Releases) WITH A SONG IN MY HEART (Color) Susan Hayward Rory Calhoun DM—117 min. (Rev. 2/20/52)	(Al O'Camp) STRANGE WORLD Alexander Carlos Angelica Hauff D—85 min. (Rev. 4/1/52)	(Aprll Releases) MA AND PA KETTLE AT THE FAIR Marjorie Main Percy Kilbride C—78 min. (216) (Rev. 3/18/52)	THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (117) (Rev. 2/6/52)
Apr. 6	THIEF OF DAMASCUS (Color) Paul Henreid John Sutton D—78 min. (Rev. 3/26/52) LARAMIE MOUNTAINS Charles Starrett Smiley Burnette O—53 min. (Rev. 4/7/52)		SINGIN' IN THE RAIN (Color) Gene Kelly Donald O'Connor M—103 min. (Rev. 3/12/52)	JET JOB Stanley Clements D—63 min. (5215) (Rev. 3/26/52)		THE FABULOUS SENORITA Estelita Robert Clarke MC—80 min. (5125) (Rev. 4/1/52)	(April Releases) TARZAN'S SAVAGE FURY Lex Barker D—80 min. (004) (Rev. 3/18/52)	THE PRIDE OF ST. LOUIS Dan Dailey Joanne Dru D—93 min. (Rev. 2/26/52) (Alperson) ROSE OF CIMARRON (Color) Jack Buetel Mala Powers O—72 min. (Rev. 3/6/52)	(Mark Robson-Robert Wise) CAPTIVE CITY John Forsythe Joan Camden D—91 min. (Rev. 3/26/52)	(J. Arthur Rank) THE MAN IN THE WHITE SUIT Alec Guinness Joan Greenwood C—86 min. (282) (Rev. 4/2/52)	JACK AND THE BEANSTALK (Color) Abbott and Costello C—78 min. (118) (Rev. 4/3/52)
Apr. 13			TALK ABOUT A STRANGER George Murphy D—65 min. (Rev. 2/27/52)	THE GUNMAN Whip Wilson O—52 min. (5252) (Rev. 3/26/52)		BORDER SADDLE MATES Rex Allen O—67 min. (5143) WILD HORSE AMBUSH Michael "Red" Chapin Eilene "Judy" Janssen O—54 min. (5069)	MACAD Jane Russell Robert Mitchum D—81 min. (224) (Rev. 3/21/52) TARGET Tim Holt O—60 min. (227) (Rev. 4/2/52)				THE LION AND THE HORSE (Color) Steve Cochran OD—83 min. (119) (Rev. 3/21/52)
Apr. 20	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52)	VALLEY OF THE EAGLES Jack Warner D—83 min. (5114) (Rev. 3/18/52)	WHEN IN ROME Van Johnson Paul Douglas CD—78-min. (Rev. 2/28/52)		(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52)		THE HALF BREED (Color) Robert Young Janis Carter D—81 min.	(May Releases) DEADLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52)		(May Releases) RED BALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218)	
Apr. 27	(de Rochemont) WALK EAST ON BEACON George Murphy Finlay Currie D—100 min.	OUTLAW WOMEN (Color) Marie Windsor D—75 min. (5105)	YOUNG MAN WITH IDEAS Glenn Ford Ruth Roman CD—84 min. (Rev. 2/27/52)	WILD STALLION (Color) Ben Johnson D—70 min. (5205)	RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)			BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. (Rev. 4/3/52)		BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) (Rev. 4/11/52)	
May 4	SOUND OFF (Color) Mickey Rooney MC—83 min. (Rev. 4/4/52) A YANK IN INDO-CHINA John Archer Douglas Dick D—67 min. (Rev. 4/3/52)		GLORY ALLEY Ralph Meeker Leslie Caron D—82 min.	KANSAS TERRITORY Wild Bill Elliott O—73 min. (5225)			(May Release) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52)	OUTCASTS OF POKER FLAT Dale Robertson Anne Baxter D	(Allart) WITHOUT WARNING Adam Williams D—75 min. (Rev. 4/1/52)	NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C (220)	MARA MARU Errol Flynn Ruth Roman D—98 min. (Rev. 4/3/52)
May 11	APACHE COUNTRY Gene Autry O	STOLEN FACE Paul Henreid Lizabeth Scott D	THE GIRL IN WHITE June Allyson Gary Merrill D—93 min. (Rev. 3/13/52)	DESERT PURSUIT Wayne Morris Virginia Grey O—71 min. (5209)					(Donald Hyde-Anthony Veiller) RED PLANET MARS Peter Graves D—87 min.		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 73 NEW YORK, U.S.A., TUESDAY, APRIL 15, 1952 TEN CENTS

Big Holiday Crowds Boom N.Y. Grosses

Hall Sets Easter Record; Roxy Hits Big $150,000

The advent of the Easter holiday sent Broadway grosses booming, serving as a box-office bellwether for theatres in many sections of the country.

Radio City Music Hall reported that it expects to smash its Easter record this week, while the Roxy saw a terrific $150,000 for the seven days.

Meanwhile, Robert O'Brien, secretary treasurer of United Paramount Theatres, disclosed that weekend reports indicate excellent holiday grosses for UPT theatres here and elsewhere. A similar statement was issued by Oscar Doob, general theatre executive of Loew's.

An official of the Metropolitan Motion Picture Association estimated that more New Yorkers attended theatres

(*Continued on page 4*)

UPT Must Disclose 1951 Film Rentals

WASHINGTON, April 14. — Federal Communications Commission examiner Leo Resnick today directed United Paramount Theatres to submit its total film rental payments in 1951 and, in addition, ordered the three networks involved in the UPT-ABC merger issue—American Broadcasting Co., National Broadcasting Co. and Columbia Broadcasting Co. and Columbia Broadcasting System—to turn in figures on their payments for film actually used in 1951 on the networks and their owned and operated stations.

The rental figures are to include amounts paid for motion picture fea-

(*Continued on page 2*)

Hyman and Weitman To Aid Palsy Drive

Edward L. Hyman and Robert M. Weitman, both vice-presidents of United Paramount Theatres, will serve as national co-chairmen of the industry's collection committee for United Cerebral Palsy's May campaign. The appointments were announced by Leonard H. Goldenson, president of UPT and also president of United Cerebral Palsy.

This year's drive to help the nation's palsied children will take place from May 1 to 31.

Gains Balancing Losses in Overseas Markets: Aboaf

In terms of remittances, earnings and quotas, American distribution losses this year in some countries very likely will be balanced by gains in others, according to an analysis of the European market made by Americo Aboaf, Universal-International foreign sales manager, in a press interview here yesterday.

Aboaf returned to New York from a seven-week tour of Spain, Portugal, Italy, Belgium, France, Germany, Norway, Sweden and Denmark.

Now that the new Spanish agreement is in force, Aboaf reported, producers in that country are lobbying strenuously for the imposition of ceiling prices on American films sold there. John G. McCarthy, Motion Picture Association of America international department chief, who is touring Europe at present, soon will meet with Spanish Government officials in an attempt to prevent such price-fixing, Aboaf said.

The Universal executive described

(*Continued on page 2*)

Drop in Novelty of TV Seen Offsetting New Station Effect

Lifting of the Federal Communications Commission's "freeze" on new television stations is expected to have little or no effect on theatre attendance this year and only modest effect next year, in the opinion of industry specialists.

Many also believe that even with the maximum number of new TV stations coming into being in the third year after the lifting of the freeze, the effect on the industry will be moderate. They reason that the most populous centers of the nation already have TV and the novelty is wearing off. Theatres may reasonably expect to regain a good proportion of the patronage lost to TV in the older TV areas during the next three years so that when the new stations reach their maximum, gains in the older areas will offset the early novelty effect encountered where TV is introduced for the first time.

Dr. Allen B. DuMont, head of

(*Continued on page 2*)

Belgium Will Admit 250 U.S. Pictures

The optimism of John G. McCarthy, Motion Picture Association of America international department chief, regarding the outcome of remittance talks with the Belgium Government, yesterday proved to be sound as it was revealed here that a satisfactory ar-

(*Continued on page 2*)

M-G-M Invites 100 Showmen To Coast Product Meeting

One hundred circuit and independent theatre owners, representing more than 10,000 theatres in the U. S., on May 8 will journey to the M-G-M Coast studios as the company's guests to view in advance forthcoming product and engage in a forum of opinion regarding merchandising.



Charles Reagan

Dore Schary, production vice-president, will act as host. Holding of the mass preview and conference is the outgrowth of the belief of Charles M. Reagan, distribution vice-president of Loew's, that by such procedure much can be done to build up confidence in the business expectancy for the balance of 1952.

Representatives of the five exhibitor associations in the Council of Motion Picture Organizations will be guests, Reagan said. The mass tour-conference will be held May 8-10.



Dore Schary

At each screening the M-G-M promotion department, headed by vice-president Howard Dietz, will outline to the exhibitors the advertising and exploi-

(*Continued on page 2*)

Bids COMPO Enter Trade Practice Area

Lichtman Holds It Must Do So to Be 'Effective'

ATLANTA, April 14.—Unless the Council of Motion Picture Organizations has the unqualified support of all of the component parts of the industry and includes a regulation of trade practices in its program, it cannot be effective, Al Lichtman, 20th Century-Fox director of distribution, declared here today in an appeal for industry unity before the opening meeting of the fifth annual convention of the Motion Picture Theatre Owners and Oper-



Al Lichtman

(*Continued on page 4*)

Technicolor Profit For Quarter Gains

Consolidated net profit after taxes on income for Technicolor for the quarter ended March 31, 1952 is estimated to be $518,948, equivalent to 56 cents per share, compared to $489,770 or 53 cents per share for the corresponding quarter of 1951 with taxes for that quarter adjusted to the effective rate for the entire year 1951, it was reported by Dr. Herbert T. Kalmus, company president.

The profit after depreciation, income taxes, and other charges for the year ended Nov. 30, 1951, was approximately $530,000.

Elson Heads Slate Of Trans-Lux Group

Nomination of 11 directors, headed by Norman W. Elson, president of Guild Enterprises, Inc., was disclosed here yesterday by the Trans-Lux Stockholders' Committee, the group led by George G. Mason which is currently engaged in a proxy battle with Trans-Lux management.

Elson, in addition to being nominated as a director, was also chosen by the committee for the post of chairman of the Trans-Lux board, or the company's presidency.

Personal Mention

DR. HERBERT T. KALMUS, Technicolor president, will arrive in Hollywood from New York today.

•

NATHAN GOLDEN, National Production Authority film chief, is in New York from Washington and tomorrow will sail for a two months trip abroad.

•

G. S. EYSSELL, president of Rockefeller Center, Inc. and chairman of the board of directors of Radio City Music Hall, has returned here from Europe.

•

RALPH CATTELL, vice-president and general sales manager of Jerry Fairbanks Productions, is here from the Coast.

•

RICHARD F. WALSH, IATSE international president, has returned to New York from Hollywood.

•

LOU J. KAUFMAN, Warner Theatres executive, will return here tomorrow from Albany.

UPT's Rentals

(*Continued from page* 1)

ture films, shorts and documentaries, and for films specially produced for television showings. Resnick took this action as the merger hearings moved into their 11th week following a two-week recess.

He also denied a motion by DuMont to require UPT to produce the financial reports of its subsidiary theatres.

Only witness appearing today was Gordon Brown, owner of station WSAY, Rochester, N. Y., formerly an ABC affiliate. Brown has had a running battle with the network for some years over alleged monopolistic practices, and, in appearing at the merger hearings, was continuing his battle.

He opposed the merger on the grounds that it would strengthen ABC's monopoly.

Tomorrow the hearings move on to the phase covering the proposed transfer of radio station WSMB, New Orleans, from UPT to the merged company. Harold Wheelahan, vice-president and manager of the station, is slated to testify.

Resnick's ruling with regard to film rental statistics was on a motion by DuMont, but was granted only after its counsel, Morton Galane greatly modified his original request for much more extensive information. Resnick said he was granting the request only because its scope had been "cut down substantially," adding that he would have denied the first motion.

M-G-M Invites

(*Continued from page* 1)

tation plans and conduct the forums of opinion.

"As far as we know," Reagan said, "this is the first experiment of its kind. It is the best way of telling theatres what they can expect."

Spanish Pact Now Is Fully Operative

All of the provisions of the new Spanish-American film pact now are operative, Americo Aboaf, Universal-International foreign sales manager, reported here yesterday. The final question, which concerned license allocations to United Artists, Monogram and Republic, has been settled to the satisfaction of the companies and the Spanish government, he said.

Under the pact the three companies will share 15 licenses, the MPAA is entitled to 60, the SIMPP will receive five, and 20 others will be sold to any and all through Spanish importers.

Belgium Will Admit

(*Continued from page* 1)

rangement on imports and remittances has been made with that country.

The agreement, which is expected to be signed shortly in Brussels, provides for the importation of 250 new American features and eight reissues during the next year and guarantees remittance of 50 per cent of the U. S. companies' earnings, according to Americo Aboaf, Universal-International foreign sales manager, who returned here at the weekend from a seven-week tour of Europe.

New TV Stations

(*Continued from page* 1)

DuMont Laboratories, in which Paramount Pictures owns an interest, estimated that only 30 to 50 new TV stations could be expected to be on the air by the end of this year; about 150 more by the end of next year, and some 500 in the third year.

The development should give a lift to film production for television from about 1954 on, observers believe.

Leonard Goldenson, United Paramount Theatres president, testifying at recent FCC hearings in Washington, said he did not believe that new television stations "will have the same impact on theatres as did the first 108 stations, which cover 66⅔ per cent of the present market." Goldenson's testimony was in connection with the proposed merger of his company with American Broadcasting Co.

Many industry TV specialists share his view.

SWG to Petition Court

HOLLYWOOD, April 14. — Screen Writers Guild today was preparing a petition to present to Superior Court asking that the court appoint an arbiter to represent RKO in arbitrating the Paul Jarrico-Howard Hughes controversy over screen credits on "The Las Vegas Story." Although Hughes has publicly stated RKO will not submit the matter to arbitration, SWG is pursuing the procedural course stipulated in the basic contract with the studio. Next step, after the petition is filed, is for the court to hold a hearing on the petition, probably within a week.

Overseas

(*Continued from page* 1)

Italy and Belgium as the soundest markets in Europe, but he warned that American companies' success in winning continuance of the Italian agreement when it expires a year hence depends solely on the extent to which Italian films make headway in the U. S. market under the arrangement which created the Italian Film Export organization.

Universal is getting a greater proportion of available overseas market revenues than other U. S. companies, Aboaf said as he pointed out that in Italy and Germany the success of domestic productions far outweighs that of American films. "Everybody" is financing production in Italy with blocked funds, he observed, adding that Universal soon will decide whether it too will follow suit.

The "big reason" film earnings are down in Germany, Aboaf said, is that German workingmen are putting their entertainment funds into a weekly football lottery. Meanwhile, he added, German producers are agitating for a stiff dubbing tax on imported pictures.

Aboaf spoke of conditions in the Scandinavian countries as more or less unchanged over last year for U. S. companies.

Film receipts in France for 1951 are expected to total 30 billion francs, against 27 billion for the previous year. The government is "talking about" compelling distributors to merge into one single distribution agency, but Aboaf doubted if such an agency would last.

$450,000 Suit Over WB's 'In My Dreams'

SALT LAKE CITY, April 14.—A $450,000 damage suit was filed in District Court here against Warner Brothers Pictures and Intermountain Theatres, Inc., in connection with the film "I'll See You in My Dreams," by Mrs. Dorothy Donaldson of Los Angeles in behalf of her daughters who are heirs to the late Walter Donaldson, composer and a character in the picture. The suit seeks to enjoin and restrain the defendants from the use of the name, picture, portrait or life story of Donaldson.

Warner's home office yesterday declined to comment on the action.

WANTED IMMEDIATELY

one 35mm moviola with 3" x 4" screen; must be in excellent condition. Write Box 307, Motion Picture Daily, 1270 Sixth Avenue, New York 20, N. Y.

When YOU Need Special TRAILERS SPECIALLY Good & Fast — SEND IT TO FILMACK — CHICAGO, 1327 S. WABASH — NEW YORK, 630 NINTH AVE.

TV Stocks Active But Gains Minor

Television stocks which had anticipated the lifting of the "freeze" on new stations in last Saturday's trading on the New York Stock Exchange, with gains from fractions up to two points, levelled off yesterday and barely managed to hold their gains after the unfreezing order became official.

Closing prices of leading TV shares, although the object of considerable activity, showed only fractional changes yesterday. Financial sources said the market is aware the unfreezing will have little effect on TV set sales for another year or two.

CBS-TV Show Boosts Goldwyn's Film

A national television audience was given an interesting and constructive insight into motion picture production on Sunday when CBS-TV telecast a behind-the-scenes visit by Edward R. Murrow to Samuel Goldwyn's "Hans Christian Andersen" stages.

The program, seen by a vast audience, demonstrated some of the plus factors which can be realized when television and motion pictures work cooperatively. In addition to acquainting viewers with the Goldwyn picture, Murrow's "See It Now" program contributed to public understanding of the magnitude of a major film production undertaking and of industry achievements on the work-a-day level.

AP Unit Offers TV News-on-Film

The Associated Press has entered the field of television news on film through a subsidiary, Spotnews Productions, Inc. Foreign as well as domestic news will be provided.

Personnell of Spotnews includes Theodore A. Morde, president; John H. Tobin, vice-president, and F. D. Kahlenberg, foreign news editor, both formerly of Telenews, and Tom Craven, formerly of Paramount News.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene KELLY · Donald O'CONNOR · Debbie REYNOLDS

Color by TECHNICOLOR - An M-G-M Picture

plus The Glorious Easter Stage Show

JAMES STEWART · ARTHUR KENNEDY · JULIA ADAMS · ROCK HUDSON in BEND OF THE RIVER color by Technicolor

in person BILLY ECKSTINE · FRAN WARREN · BOBBY SARGENT · JUNE and MARTIN BARRETT · WILL BRADLEY And His ORCHESTRA

PARAMOUNT TIMES SQUARE

Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address,"Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

$1,000 IN CASH PRIZES!

First Prize $500. Second Prize $250. Five Prizes $50 each

M-G-M's "PROMOTION PRIZE OF THE MONTH"

We are happy to announce that the fourth picture in M-G-M's popular contest for showmen is the great exploitation drama based on a unique life story!

"CARBINE WILLIAMS"

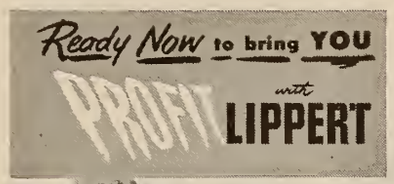
This picture, starring James Stewart, tells one man's amazing story from prison to fame and fortune. 50 million readers thrilled to it in three top national magazines.

In order to give exhibitors full opportunity to enter this contest we have set the deadline for entries up to Aug. 31st. The judges are impartial trade press editors. Every theatre is invited to participate and all factors will be taken into consideration by the judges. No elaborate presentations are required. Send a factual report of your campaign to "PROMOTION PRIZE OF THE MONTH", M-G-M PICTURES, 3rd FLOOR, 1540 BROADWAY, NEW YORK 19, N. Y.

THERE IS STILL TIME FOR THESE:

May 30th is deadline for entries on "INVITATION"
June 30th is deadline for "JUST THIS ONCE"
July 31st is deadline for "WHEN IN ROME"

See the press books on the above pictures for further details!















Enter Trade Practice Area

(*Continued from page* 1)

ators of Georgia (TOA).

Lichtman said he believed problems relating to competitive bidding, releasing systems, clearance, double bills, adequate number of prints, law suits, percentage reporting and other trade practices could be remedied within COMPO, whose by-laws specifically exclude trade practices from its sphere of activities.

Form Conciliation Committee

He told the gathering of Georgia theatremen and their exhibitor guests from several other Southern states that distributors should join with exhibitors to form a joint conciliation committee which could set up arbitration boards, guard against legislation adverse to the industry, and otherwise benefit the film business.

Exhibitor organizations should unite first, Lichtman advised, to form one single, powerful organization. After that, he said, all distributors and exhibitors should join in a single group dedicated to harmony and protection of "the weak against the strong and yet give the strong a square deal."

He lauded the efforts of Ned E. Depinet, Arthur L. Mayer, Robert J. O'Donnell and H. A. Cole to make COMPO strong. However, Lichtman added, unless COMPO, "which recently but feebly got off the ground," becomes "sufficiently far reaching" it cannot be effective.

In his appeal for a single national exhibitor organization, Lichtman held that "there is no longer the need for unaffiliated exhibitors to have one organization and the former affiliated exhibitors to have another. The problems of all exhibitors, large or small, are identical, he said, adding that in one organization they could "have a voice as powerful, if not more powerful, as that of any industry group in the country."

Lichtman said 99 per cent of the decline in the theatre business was caused by television. He said he believed the following could contribute to overcoming TV competition: (1) installation of large-screen TV in theatres, (2) improvements in quality of pictures, (3) the bringing of advertising and exploitation in tune with modern merchandising, (4) care for the convenience of patrons, and (5) proper programming. He added that since maximum attendance is necessary today if theatres are to meet costs, "perhaps increasing our admission prices to meet present day cost levels might be the answer in many cases."

Another speaker today was Mitchell Wolfson, Theatre Owners of America president.

Big Holiday Crowds

(*Continued from page* 1)

over the Easter weekend than in any similar period since 1946.

At the Radio City Music Hall, waiting lines of people attested to the over-capacity business. For the third week of "Singin' in the Rain," the Hall forecast $175,000, the biggest Easter week gross in its 20-year history.

"With a Song in My Heart" at the Roxy is expected to do a booming $150,000 for its second week.

At the Paramount, "Bend of the River" opened to a strong $83,000 for its initial week.

The first foreign-made film to be shown at the Loew's State is doing fine. For the first week of "Tomorrow Is Too Late," a swell $45,000 is seen.

A good $51,000 for the first week is estimated for another opener, "My Son, John" at the Capitol. At the Rivoli, a nice $33,000 is forecast for the initial seven days of "The Valley of the Eagles."

Weekend business at the Warner sent first week revenues for "Jack and the Beanstalk" climbing, with $43,000 racked up for the seven days which ended Sunday.

At the Mayfair, a solid $35,000 was seen for the second week of "Anything Can Happen," a gross equal to the opening week figure. A big $35,000 is forecast for the fifth inning of "The Marrying Kind" at the Victoria, while a healthy $30,000 is estimated for the third stanza of "My Six Convicts" at the Astor.

The initial week of "At Swords Point" at the Criterion is expected to hit a fairly good $19,000. "Aaron Slick From Punkin' Crick" bows in the Globe Friday, replacing "Hong Kong," which is forecast to end its two-week run with a modest $11,000.

Standing high are two foreign importations. "Man in the White Suit" at the Sutton is expected to rack up a robust $19,500 for its second week and "Encore" at the Normandie is estimated to do a big $16,500 for its second stanza.

Honor Johnston, Skouras

HOLLYWOOD, April 14.—Eric Johnston, who arrived today, will hold his regular monthly dinner meeting with major studio chiefs Wednesday evening, at the Beverly Hills Hotel. Johnston, as president of Motion Picture Association of America, and Charles P. Skouras, as board chairman of Theatre Owners of America, will accept scrolls on behalf of the industry at the Los Angeles Chamber of Commerce banquet honoring the industry tomorrow night.



National Pre-Selling

PARAMOUNT'S color full-page ad on "Aaron Slick from Punkin' Crick" gets about the most preferred position possible in the April 19 issue of *Collier's,* opposite the top feature article by Herbert Hoover. The same issue carries a three-page feature story with color photos on Aldo Ray, the "Rugged Romeo," who appears with Judy Holliday in "The Marrying Kind" and in M-G-M's new "Pat and Mike" with Spencer Tracy and Katharine Hepburn. M-G-M has a clear beat in the current issue of *Life* with three full pages in color on its Technicolor musicals. The magazine says "An American in Paris" was better than any new show on Broadway this season. *Esquire* bands its May issue with a provocative streamer on "The Betty Hutton Story"—and says "Meet the Blonde Bombshell"—"How To Be Unhappy on $300,000 a year."

•

Tab Hunter, the new bobby-sox idol, who stars opposite Linda Darnell in his first motion picture, "Saturday Island," is now embarked on a grand pre-selling tour of the East and Midwest as part of the extensive campaign launched by United Artists to bring the rising young star to his many fans, and to introduce him to major newspaper, radio and TV representatives. The blonde, athletic, 19-year old lad was presented to the trade press in New York last week and made a fine impression. He will cover 10 cities on the first leg of his tour and will return to New York on Friday for another five-day stint on radio and television.

•

A merchandising first, designed to power both film and book promotions on the local level, has been affected by 20th Century-Fox for "Belles on Their Toes" with the Thomas Y. Crowell Publishing Co., which has agreed to pay one-fourth of the cost of cooperative newspaper ads up to a maximum of 250 lines, taken jointly by retailers and exhibitors. The publishers are providing specially-tailored ad mats to dealers with space for inserting theatre playdates. Other selling and display aids have been prepared for windows and in-store space. A multi-colored 14 x 42 counter card, book bands and a selection of eight stills are included in a special advertising kit for dealers, who are offered one free copy of the book for every 10 ordered. Notification of the pre-selling drive is headed by special articles in *Publisher's Weekly,* leading book trade journal. Crowell field men will contact distributors in key cities, and retail outlets will be barraged with letters, circulars and brochures.

•

Abbott & Costello, on a personal appearance tour of 15 cities to presell "Jack and the Beanstalk," were running true to form as guest lecturers at the Yale School of Drama, in New Haven, with newspaper and radio interviews scheduled in Hartford, Bridgeport, Waterbury and Boston. Last week they were in Philadelphia, where the comedy team was honored for their work in behalf of the Youth of America, and later visited New Jersey cities en route to the Broadway premiere of their new picture.

WALTER BROOKS

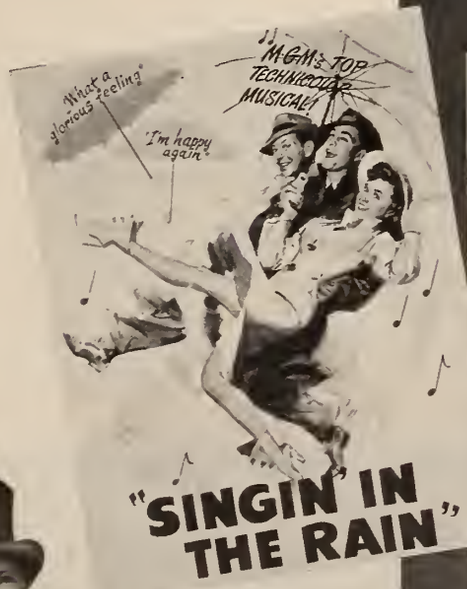
Use These Big 3 Color HERALDS



THEATRE



To Exploit These Big TECHNICOLOR HITS!







NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

"You can buy that mink, dear. The COMPANION-approved movie starts today!"



Here's a man who knows that women make beelines to box-offices when the latest COMPANION-approved movie is playing. Hollywood knows it too—and that's why the movie-makers have *invested more money in the* COMPANION *during the past six years than in any other monthly magazine.**

**Except of course the fan magazines!*

Currently Advertised in the COMPANION:

The Belle of New York	MGM
The Wild North	MGM
Singin' in the Rain	MGM
Skirts Ahoy	MGM

Woman's Home COMPANION

CURRENT CIRCULATION: MORE THAN 4,300,000

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 74 NEW YORK, U. S. A., WEDNESDAY, APRIL 16, 1952 TEN CENTS

Replacement Due for Joint Industry Ads

Dropping Plans for 2nd Series in Newspapers

The advertising-publicity committee of the Motion Picture Association of America now has decided to abandon plans for the second industry institutional newspaper advertising program in favor possibly of some other form of joint promotion under the auspices of the Council of Motion Picture Organizations, it was indicated here.

Following a meeting of the committee on March 20, it was reported that disagreement among its members on certain aspects of the projected newspaper campaign pointed to a delay of a month or more before the advertisements would begin to make their appearance. The varying viewpoints have not been reconciled meanwhile, with the result that abandon-

(*Continued on page 7*)

Blumenstock Signs New Pact with WB

Mort Blumenstock, Warner Brothers Pictures advertising-publicity vice-president, has signed a new employment agreement with the company calling for his exclusive services during the three-year period ending March 2, 1955, it was disclosed here yesterday.

The contract stipulates a salary of $1,500 per week, plus $250 weekly for expenses. It further states that Blumenstock shall have no obligation to account to the company for the weekly allowance for expenses, and that such

(*Continued on page 7*)

Trade Practice Role For COMPO Scored

WASHINGTON, April 15.—Abram F. Myers, general counsel of Allied States, sharply criticized the suggestion of Al Lichtman, 20th Century-Fox distribution chief, in a speech to the Georgia Theatre Owners convention in Atlanta yesterday that trade practices be included in the activities of the Council of Motion Picture Organizations.

Emphasizing that he was speaking only for himself and not officially for Allied, Myers said that he would "hate

(*Continued on page 7*)

Compo Nominators To Report Soon

The nominating committee of the Council of Motion Picture Organizations is expected to announce "in a few days" the results of its latest endeavors to pick a candidate for the office of president of the industry agency. During the past week the committee, headed by Jack Alicoate, has been canvassing several potential candidates to determine their availability.

Pathe, TV Stations 'Co-op' Film Plan Set

Pathe Television Corp., which Pathe Industries established as a subsidiary about two months ago, has set October 1 for the commencement of distribution of entertainment film series exclusively to local television stations on a cost-and-income-sharing basis, Bruce Eells, president of Pathe TV, disclosed here yesterday.

Operating under what Eells described as a cooperative film syndication plan, the company will supply all film production financing out of a $3,000,000 per year budget and will share residual income with TV stations that subscribe to the plan.

Eells said Pathe TV already has options on four series: "Passport to Danger," produced by A. B. Kinocentralen of Sweden; a Spike Jones starrer; dramatic comedies produced

(*Continued on page 6*)

'Pinky' Action Is Docketed with the US Supreme Court

WASHINGTON, April 15.—The "Pinky" case, on which the industry is relying to settle the question of the Constitutionality of motion picture censorship, today was docketed with the U. S. Supreme Court.

Prepared by attorneys for defendant W. L. Gelling, Texas theatre operator, with the backing of the Motion Picture Association of America, the appeal calls upon the Supreme Court to reverse the high court's 37-year-old decision in the Mutual Film case wherein the motion picture, likened to a "circus" or a "spectacle," was held to be excluded from the communication media entitled to Constitutional protection.

Gelling was unsuccessful in Texas courts in attempting to win a reversal of his conviction for showing the

(*Continued on page 7*)

Cancel RKO Circuit '52 Holders' Meet

The 1952 annual meeting of RKO Theatres stockholders scheduled for May 21 has been eliminated under an amendment to the company by-laws voted by the board, it was reported here yesterday.

The reason for the elimination is that to all intents and purposes a meeting was held this year, since the first annual meeting which opened

(*Continued on page 7*)

Sees Vast Use Of Studios for Theatre Video

Johnston Says Medium Will Usher in 'New Age'

LOS ANGELES, April 15.—Utilization of Hollywood's vast pool of talent and technical ability for theatre television programming was envisioned by Eric Johnston, president of the Motion Picture Association of America, in an address here tonight.



Eric Johnston

Speaking to members and guests of the Los Angeles Chamber of Commerce, Johnston declared that if the industry wins the right to use frequencies to connect theatres, "it will mark the advent of a new and prosperous

(*Continued on page 6*)

MPAA TV Group To Push FCC Plans

Agreement to "go full steam ahead" with the industry's projected request for frequencies before the Federal Communications Commission, despite the FCC's recent postponement of the theatre TV hearings, was reached here yesterday at a meeting of the full TV committee of the Motion Picture Association of America.

The committee in its first meeting since the FCC delayed the May 5 hearings indefinitely, said it would not let up in its preparation.

Scope Is Key to Success Of Arbitration, Levy Says

ATLANTA, April 15.—The breadth of the scope of the arbitrable matters set forth in any arbitration system devised by the industry will be the key to the success of a plan and the extent of progress under it, Herman M. Levy, Theatre Owners of America general counsel, today told the annual convention here of the Motion Picture Theatre Owners and Operators of Georgia (TOA).

The final business session of the two-day convention also heard Levy underscore his belief that on distribution will rest "perhaps the greatest degree of responsibility and obligation" at the industry conference on arbitration in New York on April 22.

The wider the scope of arbitrable matters, Levy said, the wider will be the appeal of a system to exhibitors, "and the greater the probability of diminution of litigation."

He said that "too many matters have in the past found their way into

(*Continued on page 7*)

250 at Allied Omaha Meet Despite Flood

OMAHA, April 15.—An unexpectedly large turnout in view of the record Missouri River flood turned out for the opening of the Iowa-Nebraska and Mid-Central Allied Independent Theatre Owners Associations convention here today.

Wilbur Snaper, National Allied president, aimed heavy artillery at

(*Continued on page 7*)

Theatres Are Closed By Missouri Floods

Omaha, April 15.—A number of theatres along the Missouri River were closed as the river reached its highest point in history. Film transport trucks were having difficulty serving adjoining territory from Omaha exchanges. The Council Bluffs Drive-in was stripped as thousands battled to hold the levees.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, left here yesterday by plane for Hollywood. AL LICHTMAN, director of distribution, will join him on the Coast tomorrow, leaving from the Georgia Theatre Owners meet in Atlanta.

•

ALFRED E. DAFF, Universal vice-president and director of world sales, accompanied by CHARLES J. FELDMAN, domestic sales manager, and F. J. A. MCCARTHY, Southern and Canadian sales manager, will leave here today for Toronto and Montreal for conferences with A. W. PERRY, president and general manager of Empire-Universal Films.

•

RICHARD A. HARPER, M-G-M circuit sales representative, on Sunday became a father for the first time when his wife, the former SCHATZIE ROYAL, daughter of NBC's JOHN F. ROYAL, gave birth to a boy at New York Hospital here.

•

JESSIE HILL, former secretary to PHILIP GERARD, Universal Eastern publicity manager, has become secretary to RAY MOON, newly appointed Universal assistant general sales manager. RHODA BERGMAN HEPNER has taken over as GERARD's secretary.

•

GAEL SULLIVAN, Theatre Owners of America executive director, last night addressed the Scranton, Pa., Chamber of Commerce at a meeting in that city.

•

RUSS GRANT, member of ERNEST EMERLING's Loew's Theatres publicity-advertising department, became the father of a girl, BARBARA ELLEN, on Sunday.

•

TED O'SHEA, vice-president of Paramount Distributing Corp., was in Buffalo last night from New York.

•

R. E. WARN, manager of Westrex Corp.'s Hollywood division, has arrived here for home office conferences.

Fund Campaign Film Previewed for Press

A special screening was held here yesterday of The Greater New York Fund's 1952 campaign film, "Father Knickerbocker's Dollars," which later will be shown in theatres, on television and at campaign meetings. The film is available in two versions, one running nine minutes and the other three. Distribution to theatres will be through National Screen Service. The film was produced by Skyline Productions.

Hearing on 'Vegas' Credit

HOLLYWOOD, April 15.—The RKO-Paul Jarrico controversy inched closer to resolution today when Screen Writers Guild petitioned Superior Court here to appoint an arbiter to represent RKO in arbitration over disputed "Las Vegas Story" credits. The court set April 23 for a hearing.

New Deadline for Loew's-UATC Split

Deadline for the termination of joint interests of Loew's and United Artists Theatre Circuit in seven theatres has been extended from yesterday to April 26, by agreement between the companies and the Department of Justice.

Loew's is required to dissolve the partnerships by terms of its Federal consent decree. Discussions have been held looking to an exchange of partial interests which would result in UATC gaining full ownership of several of the theatres and Loew's of the remainder.

Albany Movietime Tour Events Set

ALBANY, N. Y., April 15.—Participation in an outdoor Cancer Drive rally at Schenectady will follow the reception of the "Movietime, U.S.A." troupe in the mayor's office there next Monday, opening a tour of the Albany exchange district, Harry Lamont, exhibitor chairman, disclosed today.

Civic appearances in Albany, Amsterdam, Gloversville, Utica, Rome, Watertown, Saranac Lake, Plattsburg, Glens Falls, Saratoga and Cooperstown are among others scheduled in a 40-town swing.

In Saranac Lake a visit to the Will Rogers Memorial Hospital will precede a torchlight parade. In Watertown a dinner at the Hotel Woodruff will be tied to the debut of the Watertown Symphony Orchestra. Combined service club affairs are slated in various communities.

It is expected that Lt. Governor Frank C. Moore will welcome Greer Garson, Audrey Totter, Sterling Hayden, Victor Jory, Archie Mayo and Sam Marx at the Capitol Monday afternoon and that the Chamber of Commerce will give a dinner the same night.

There will be broadcasts but no telecast.

FCC Para. Hearing Recalls Raibourn

WASHINGTON, April 15. — Paramount Pictures vice-president Paul Raibourn is expected to return to the stand tomorrow at the Federal Communications Commission "catch-all" Paramount hearing for questioning mainly on his company's interest in the American Scophony Co.

At today's session, Harold Wheelahan, general manager of WSMB-AM and WSMB-FM, Paramount-Gulf, New Orleans, stations, testified on the transfer of the stations, licenses from Paramount Pictures to United Paramount Theatres. Earlier, Gordon Brown, owner of WSAY, Rochester AM station, concluded his testimony as a public witness against the proposed merger between UPT and the American Broadcasting Co.

NEWS in Brief . . .

CHICAGO, April 15.—Attorneys John Sullivan and Eugene Dupee have been given 30 days to reply to petitions by attorneys Sam Block and Miles Seeley asking that anti-trust suits filed here by Sullivan and Dupee on behalf of nine theatres—the Bell, Normal, Savoy, Alex, Avenue, Langley, Homan, California, and White Palace—against major film companies be dismissed because the time allowed for filing under the statute of limitations had elapsed when the suits were instituted.

•

MINNEAPOLIS, April 15.—In return for a product split between Louis Deutsch's Granada and the Maco and State at Virginia, Minn., he has agreed to halt his conspiracy suit against six distributors and Minnesota Amusement Co., it is understood.

Defense counsel disclose Deutsch will dismiss his complaint charging discrimination by the distributors in allocating first run "A" product at Virginia in return for a split of major product without bidding. There was no financial settlement, it was said. The suit was started in 1949 and named Paramount, 20th-Fox, RKO, Columbia, Universal and United Artists. More than $500,000 damages were sought.

•

HOLLYWOOD, April 15.—Charles F. Haas, director, has filed a Superior Court suit against Walter Wanger charging breach of contract. Haas alleges he contracted with Wanger to direct "Aladdin's Lamp" for television for a $500 fee and was promised $2,000 in case the subject was filmed for theatre exhibition also. Haas seeks the amount allegedly promised him, plus $50,000 for breaching the contract.

Phonevision Hit By Allocations

CHICAGO, April 15.—The new Federal Communications Commission's television station allocation plan presents a problem to the Zenith Radio Corp., now conducting Phonevision tests here, it is understood.

Under the plan, Zenith's experimental station would have to move to the new ultra high frequency band, which Zenith, it is said, does not want to do, preferring the very high frequency band. The only new VHF channel in Chicago has been allocated for educational use.

UA VP's Leave Today For Coast Meeting

William J. Heineman and Max E. Youngstein, vice-presidents of United Artists, will leave New York today for San Francisco to open the first UA all-West Coast sales conference at the Clift Hotel tomorrow.

Sales and executive personnel of the San Francisco, Los Angeles, Seattle, Denver and Salt Lake City exchanges will attend the conference which will be conducted by Heineman and Youngstein as part of their cross-country series of sales sessions.

Newsreel Parade

THE Midwest and Canadian floods and Gen. Eisenhower's statement on his return to the U. S. are current newsreel highlights. Other items include Easter parades, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 32—Eisenhower's statement on his return. Pope Pius in peace plea. Midwest floods. French mop up Indo-China Reds. Boatmen ride rapids. Mermaids set swimming records.

NEWS OF THE DAY, No. 266—Midwest and Canadian floods. French in Indo-China. Red cops desert to the West. Moscow subway. Eisenhower leaving NATO. Easter, 1952.

PARAMOUNT NEWS, No. 69—Indo-China. Easter around the world. Eisenhower. Floods. U. S. mermaids look to Olympics.

TELENEWS DIGEST, No. 16A—Eisenhower. Puerto Rico plane crash. Indo-China. Red police desert. Queen Elizabeth appears in public. Diving.

UNIVERSAL NEWS, No. 552—Indo-China. Eisenhower leaves NATO. Floods. Truman awards. Beauty contest in Greece. Easter bonnets.

WARNER PATHE NEWS, No. 71—Eisenhower. Floods. Indo-China. President Truman awards Medals of Honor to three heroes. Abbott and Costello in Washington egg hunt. Pope Pius gives Easter message. Women swimmers.

Big German Market Seen by Eyssell

A prediction that the Western German market will ultimately grow to the size of the Italian market for American films was made here yesterday by Gus S. Eyssell, president of Rockefeller Center, Inc. and chairman of the board of directors of Radio City Music Hall.

Commenting on his recent three-and-a-half week tour of the European Continent, Eyssell said that big strides in the economic condition of the American zone of Germany was observable. He mentioned that he saw a number of new theatres in Mannheim and Frankfurt and that audiences were hungry for entertainment.

Basing his observation on a tour which took him to Holland, Switzerland, France and Germany, Eyssell expressed the opinion that action pictures were more readily received by European audiences.

Modify Public Code On Drive-in Screens

ALBANY, N. Y., April 15.—The Albany Theatre Owners of America effort before the State Board of Standards and Appeals to win modification of a proposed amendment to the places of public assembly code which would have barred screens in new drive-ins, if "visible" from any highway, has born fruit.

A draft form released by the board yesterday as the basis for a public hearing here April 21, provides that such screens after Nov. 1, shall be located or shielded so that pictures are not visible from any highway "to an extent creative of traffic hazards." Lewis A. Sumberg of the TOA council, hailed the amendment.

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THE $IGN OF M-G-MU$ICALS

(All Technicolor)

"THE GREAT CARU$O" • "$HOW BOAT"

"AN AMERICAN IN PARI$" *Academy Award Winner*

"$INGIN' IN THE RAIN" *Packing 'em in at Music Hall and nationwide.*

and next:

"$KIRTS AHOY!"

What a decoration →
for Decoration Day!
Book it now for
holiday joy!



Says LIFE MAGAZINE in its April 14th issue, in a three-page, full color section devoted to M-G-Musicals: "Leading the parade is M-G-M."

M-G-M presents "SKIRTS AHOY!" starring Esther Williams Joan Evans • Vivian Blaine • Barry Sullivan • Keefe Brasselle Billy Eckstine • with The De Marco Sisters • Dean Miller • Color by Technicolor • Written by Isobel Lennart • Music by Harry Warren • Lyrics by Ralph Blane • Directed by Sidney Lanfield Produced by Joe Pasternak

New York Fugitives from TV

EXHIBITORS: If yours is one of the cities to which the Federal Communications Commission will assign new television channels, don't age over it. In New York, the No. 1 television market of the world, theatres are still doing the kind of business you see pictured here.

Radio City Music Hall reported that it expects to smash its Easter record this week, while the Roxy saw a terrific $150,000 for the seven days. For the third week of "Singin' in the Rain," the Hall forecast $175,000, the biggest Easter week gross in its 20-year history. "With a Song in My Heart" at the Roxy is expected to do a booming $150,000 for its second week. At the Paramount, "Bend of the River" opened to a strong $83,000 for its initial week. Weekend business at the Warner sent first week revenues for "Jack and the Beanstalk" climbing, with $43,000 racked up for the seven days which ended Sunday, while an equally heavy gross of $40,000 is forecast for this week.



Street line, several blocks long, at Radio City Music Hall



Waiting line outside Warner Theatre



Head of line waiting for admission to Roxy Theatre



Line-up at Paramount Theatre box office

Entire U.K. Sales Force to Mono. Meet

LONDON, April 15.—With Monogram Pictures planning a worldwide sales convention in Miami, Fla., in May of next year, Associated British-Pathe, which distributes for Monogram here, is figuring on being the first English company to transport its entire sales force to such a convention in America.

Macgregor Scott, newly appointed A-B-Pathe sales manager, is offering the trip to his sales force as an incentive to their making, during his first year of office, an overall 10 per cent increase in their bookings of British and Monogram films. The party would leave here by plane on the first Friday in May, 1953, returning on the second Sunday following.

Sterling payments involved in the safari will be met by A-B-Pathe, with Monogram taking care of the dollar outgoings.

Scott, with C. J. Latta, A.B.P.C. managing director, and Clifford Dickinson, Monogram's British representative, are in Paris from here to confer with W. Jay Johnson, Monogram board chairman, who is there in the course of his current European trip.

'Mealtime' Screening

Metro-Goldwyn-Mayer will distribute a new Pete Smith comedy on pressure cooking, titled "Mealtime Magic," for the Pressure Cooking Institute, and will hold a reception and press screening tomorrow afternoon at RCA's Johnny Victor Theatre here.

Abbott and Costello In Detroit Today

Abbott and Costello will arrive in Detroit today on their Warner personal appearance tour for "Jack and the Beanstalk," with a series of special events set, highlighted by two appearances at the Palms Theatre.

At the depot, they will be greeted by Thomas Rounell, State Commander of the American Legion, and will inspect the "Know Your America Show," which will tour Michigan in May. They will conduct a show in front of the exhibit and will be hosts at a luncheon at the Statler Hotel for reporters.

Abbott Injures A Leg

BUFFALO, April 15.—Abbott and Costello's visit here Friday has been cancelled on account of an injury to a leg of Bud Abbott. They were scheduled to appear on the Center Theatre stage. "Jack and the Beanstalk" is being shown there. It is understood that Rochester and Toronto visits also have been cancelled.

Stevens Lopert Treasurer

Ira S. Stevens has been appointed treasurer of Lopert Films Distributing Corp., it was announced here yesterday by I. E. Lopert, president.

Stevens, formerly an executive with Price Waterhouse and Co., will coordinate financial and departmental operation of both the film distributing company and Lopert theatre holdings. The treasurer's post is newly-created at Lopert, Frank Napoli, who has been comptroller, now will take over special financial duties.

British Registered 64 Features in '51

LONDON, April 15.—The Board of Trade announced today that in the licensing year to March 31 last, distributors registered 64 British and 318 foreign films of 6,500 feet and over, for an aggregate of 512,045 British footage and 2,555,640 foreign footage.

The registrations compare with the previous year's 76 British first features and 300 foreign.

Registered last year in the 3,000 to 6,500-foot category were 50 British films, for a total footage of 229,561, and 158 foreign, running 864,283 feet. There were also 260 British short subjects with a footage of 298,653 registered, and 547 foreign shorts, for a footage of 575,493, in the past year.

In the second category in the previous year, there were 49 British and 144 foreign films registered, and in the third, 231 British shorts and 496 foreign.

UA Sets 18 for UK

LONDON, April 15.—United Artists has 18 films here awaiting release, largest number for the company in several years, Arnold Picker, vice-president in charge of foreign distribution, told the company's four-day sales meeting. Nine of the backlog were screened for the salesmen.

Also attending the sales meeting were Sam Spiegel, producer; Louis Lober, Continental general manager, and Charles Smadja, Continental sales manager.

Italy Completed 30 Films Since Jan. 1

Italian producers at present have a record number of high budget pictures in the making, with over 30 features having been completed since January 1, Italian Film Export reported here yesterday. Now being edited are 18 films.

War-damaged studios have been completely repaired and reequipped and new modern studios have been built. The 148-acre lot at Cinecitta, which was taken over for the production of "Quo Vadis," now is finally open to Italian productions, it was reported.

Tobias and De Rose to 'Plug' 'About Face'

Charles Tobias and Peter De Rose, composers and writers of the music and lyrics for "About Face," have been set by Warner Brothers for a two-week series of appearances on Eastern area and network shows, plugging the production.

Air guest shows include the "Kate Smith Show" on April 28 over WNBT and 63 stations from Coast-to-Coast and such other programs as "Strike It Rich," "Songs for Sale," "Nancy Craig Show," "Broadway to Hollywood," "Herb Sheldon Show," "Luncheon at Sardi's," "Family Circle," "Johnny Olsen's Rumpus Room" and "Ethel Thorsen's Show."

"About Face" is scheduled to open at the Warner Theatre here late next month, with a national distribution date of May 31.

Name NSS, Majors In Phila. Suit

PHILADELPHIA, April 15.—An anti-trust action was filed here today against National Screen Service and major distributors in Federal District Court, seeking treble damages and injunctive relief. The plaintiff is Theatre Posters, Inc. of Michigan headed by R. Hal Burriss.

The Detroit firm, which is said to have established 17 outlets in major film centers throughout the country for distributing posters to exhibitors and independent poster companies, claimed that exclusive contracts between NSS and distributors were in violation of the Sherman anti-trust laws.

Theatre Posters, operating as a distributor and manufacturer of theatrical posters and ad accessories, charges that the exclusive pacts had forced it to discontinue operations seven months ago. It is asking undisclosed triple damage reparations and an injunction against continuance of the alleged conspiracy. Zion, Kaliner and Green are representing the plaintiff.

National Screen Service declined to comment here yesterday on the Philadelphia action.

Krier, Hinman Promoted

SALT LAKE CITY, April 15.—John N. Krier was advanced from purchasing agent of Intermountain Theatres, Inc., to buyer and booker, Ray M. Hendry, vice-president and general manager announced. Munson Hinman was promoted from an assistant theatre manager to purchasing agent.

Review

"Carbine Williams"

(Metro-Goldwyn-Mayer)

LIFE itself provided the basis for this M-G-M drama which depicts the amazing story behind the perfection of the carbine rifle. James Stewart portrays the focal role of Marsh Williams, who developed the gun while serving a 30-year prison sentence. Rounding out the cast are Jean Hagen, Wendell Corey and Paul Stewart. The story is one of warm, dramatic appeal and it should satisfy audiences in general.

The road that leads to prison for Stewart begins when he starts operating a distillery in South Carolina during the prohibition era. In a raid one day a gun battle ensues and a revenue agent is killed. Although the bullet that ended the agent's life could have come from the gun of any one of several men, blame is placed on Stewart.

Considerable effect has been obtained from jail scenes, chain gang sequences, and the frequent escape attempts of the prisoners. Stewart proves a moody, grieving, intractable prisoner who has frequent and explosive clashes with Corey, the prison captain. To take his mind off the agonies of solitary confinement Stewart concentrates on guns and thus gives birth to the carbine idea. His subsequent efforts to bring his idea to reality provide absorbing moments.

Miss Hagen plays the wife of Stewart who waits and hopes until the reprieve finally vindicates her faith.

The screenplay by Art Cohn has the story told in flashback to Stewart's son, Carl Benton Reid, by Corey. Richard Thorpe directed and Armand Deutsch produced.

Running time, 101 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Add 'Trilby' to Schedule

HOLLYWOOD, April 15.—A new picturization of George Du Maurier's novel, "Trilby and Svengali," has been placed on Warner's 1952 production schedule, Jack L. Warner, executive producer, has announced.

Filmed by Warner in 1931 with John Barrymore and Mario Marsh, the new version will include music as sung by Trilby.

C.I.P. Award to McCarey

Leo McCarey, producer of "My Son John," has been chosen the winner of the 1952 Award of the Catholic Institute of the Press. The award is presented each year to the person who has distinguished himself by the manner in which he has reflected Christian principles and fostered good citizenship through his work in his chosen field.

Universal Reports Debenture Purchases

Washington, April 15. — A Universal Pictures report to the Securities and Exchange Commission discloses that the amount of the company's 3¾% sinking fund debentures due March 1, 1959 outstanding on March 31, 1952 was $3,039,000, compared with $3,205,000 on Nov. 3, 1951. During the period, $166,000 of debentures were purchased for $160,692. Also reported was a reduction of $289,184 in a loan by the Bank of America to N. U. P. Finance, Ltd. a wholly-owned "U." subsidiary. As of March 31, 1952, the amount of the loan was $130,816, compared to $420,000 on Nov. 3, 1951.

'U'-Decca Merger Plans Draw Suit

WASHINGTON, April 15.—A stockholder's action charging a "conspiracy" in the plans of Universal to merge with Decca has been filed in the New York Supreme Court, Universal Pictures reported to the Securities and Exchange Commission here today.

The stockholder was identified as Florence Long, said to be the owner of 300 shares of Universal common stock. Named as defendants are the company, all of its directors, as well as Decca Records, Inc.



THE TREASURE! THE TEMPTATION!
THE TYPHOON! THE TABU!

...AND THE TERROR-SHIP THEY CALLED

Mara Maru

BIG TROPICAL ADVENTURE SOON FROM WARNER BROS!

Sees 'Hans' Telecast Boosting Industry

The Sunday Edward R. Murrow televised showing of the making of "Hans Christian Andersen," is described by Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations as a boost to the industry. A telegram so stating to producer Samuel Goldwyn by Mayer was made public yesterday.

Said the wire: "Congratulations on the Ed Murrow telecast which we all thought excellent and calculated to be helpful not only to 'Hans Christian Andersen' but to the entire public relations of the industry which certainly at the present time requires such help. Am already in receipt of many favorable comments."

Pathe TV 'Co-op'

(*Continued from page* 1)

by Robert B. Spafford, and Coyt Productions' "Rainbow Riley."

Pathe Industries quit the business of making and distributing films for theatre exhibition last year when it sold its subsidiary Eagle Lion's physical assets to United Artists. The Eagle Lion studios on the Coast, which Pathe retained, will be available to producers for the new company, as will the facilities of Pathe's film processing laboratory in New York, Eells said.

Essence of Plan

The essence of the cooperative film syndication plan, according to Eells, is that each subscriber station, charged its pro-ratable share of film costs, will be entitled to three runs of each program within a period of years. Thereafter, he continued, the revenues to be derived from the lease of the films to a potential of 2,000 stations "will aggregate far in excess of original costs."

Eells envisages production activity in behalf of Pathe TV that ultimately will keep the studios operating at capacity in addition to film-making for the company elsewhere in the U. S. and overseas.

No Sales at National Level

No sales will be made to networks on the national level. Subscriptions will be confined to stations in presently existing markets. Eells believes those stations' share of residual income alone should considerably exceed charges originally paid for a particular film which, under the plan, later would be released at an equitable price to other stations in other cities. Such residual income would be in addition to revenues derived by subscriber stations from marketing of the programs to their own advertisers.

Each series will embody 26-minute subjects, one of which will be telecast each week for 52 weeks.

When YOU Need Special TRAILERS SPECIALLY Good & Fast
SEND IT TO FILMACK
CHICAGO, 1327 S. WABASH
NEW YORK, 630 NINTH AVE.

Television--Radio

Comment and Opinion

THE great moment has come—the FCC has lifted the "freeze" on new television stations and the U. S. is on its way to having 2,053 new stations in 1,291 communities, many of which now know television only from hearsay. The Commission is also setting aside 248 channels for non-commercial, educational uses even though there seems to be some doubt how such an educational station can maintain itself.

The channel assignment, which was followed by a rush of applicants, actually makes Los Angeles, San Francisco and Chicago the top TV cities in the country, with an allocation of 10 stations each. New York gets only eight. In any case, FCC chairman Paul Walker has already warned that, where there is competition for channels, communities may not get TV service for months and even years.

The FCC has set up a table of priorities. Its most immediate objective is to provide at least one television service to all parts of the country. After that, it aims to give each community at least one TV station. Applications for non-commercial stations will be processed starting July 1.

Now that the flood-gates have been opened, television is in for some drastic economic adjustments. There is no scarcity of transmission equipment, but sets will have to have adjusters to bring in UHF frequencies. The high costs of "live" network shows will go higher and it's anyone's guess what that will do to the sponsors. On the other hand, as TV grows, it will be able to afford more and better films.

☆ ☆ ☆

Edward R. Murrow's Sunday visit with Samuel Goldwyn on the "See It Now" show over the CBS television network proved again TV's great potential in the reporting field. The program—wisely—did not concentrate so much on "Hans Christian Andersen" but concerned itself with the complex, highly-integrated operations that go into the making of motion pictures. While Murrow quite properly highlighted the colorful Goldwyn personality, he also did a job for the film industry at large by showing the great amount of prideful, painstaking effort behind film production. Best of all—the behind-the-scenes drama of Hollywood made for an absorbing quarter-hour on television.

☆ ☆ ☆

"Broadway TV Theatre," something new for an audience that is being flooded with capsuled versions of great dramas, bowed in over WOR-TV Monday and immediately established itself as a pleasing innovation. The first play presented by producer Warren Wade was "The Trial of Mary Dugan" and, running for 90 minutes, it was solid, dramatic stuff. The play will be repeated every day this week, with a new attraction offered next week. General Tire and Rubber Co. and Cavalier cigarettes are co-sponsors. One thing the WOR-TV experiment proved was that the theatre of the stage is still the most effective on TV. The play used only one court-room set and yet it never lacked tension or movement. Richard Lukin directed.

☆ ☆ ☆

Those who missed Gian Carlo Menotti's "Amahl and the Night Visitors" on NBC-TV during Christmas, had another chance to hear this tender and beautiful opera on Easter Sunday, one of the highlights of TV Easter programming. Like the first time, it was a deeply moving experience. Performances by Chet Allen and Rosemary Kuhlmann were superb. The repeat rivalled the premiere in spirit and pure beauty of execution.

☆ ☆ ☆

The former snappy sense of timing has gone from CBS-TV's "Quiz Kids," still presided over by old quiz-master Joe Kelly and attended by a group of bright youngsters with all the answers at the tips of their tongues. Kelly now spends entirely too much time in banter and too little testing the wit and knowledge of his charges. The show now appears pitched more to children. It used to be a treat for adults too.

☆ ☆ ☆

NBC's "Inside Our Schools" series, produced in collaboration with *Life* magazine, wound up over the weekend. It was public service programming of high quality. Some of the shows betrayed lack of adequate preparation. . . . Dick Button, Olympic skating champion, made his auspicious television debut on "We, the People." . . . Celeste Holm very effective in the Schlitz "Playhouse of Stars" over CBS-TV, now cut to a half-hour. . . . James Mason quite a comedian on the "All-Star Revue" over NBC-TV.

FRED HIFT

Theatre Video

(*Continued from page* 1)

age" for every person connected with the business.

The occasion for his address, at the Biltmore Bowl, was the dinner sponsored by the civic organization honoring the industry's celebration of the 50th anniversary of the first regular commercial motion picture theatre in Los Angeles.

The MPAA president scored "confused" gloomy predictions regarding the future of the industry. He saw a combination of a growing foreign market, theatre television, subscription TV, and the use of film on home television as expanding the industry's economic potential.

The possible theatre TV programming, declared Johnston, puts the industry in a "strong" position regarding its bid for exclusive channels from the Federal Communications Commission.

"Theatre television lends itself to the production, from the scores of studio stages right here in Hollywood, of thousands of shorter plays, musical interludes, variety and vaudeville sketches, portions of operas, serialized dramatizations of the Bible and great literary works," Johnston explained.

Decrying uninformed pessimistic forecasts about theatre closings, Johnston said they have been caused by such factors as population shifts. In support of his thesis, he pointed to the four-fold increase in drive-in theatres.

As to the box-office situation, Johnston acknowledged that revenues fell off in the post-war years. But, he continued, last year, the box-office leveled off, and began to edge ahead.

On the foreign situation, Johnston foresaw vast potential markets opening up in the next decade or two. These new markets, populated by millions of people, Johnston said, will be found in Latin America, the Near East, the Middle East and the Far East.

Charles P. Skouras, Theatre Owners of America board chairman, who addressed the capacity-attended function for exhibition, said, in part, "In the last 50 years the motion picture theatre has grown into such enormous proportions that at the present time it numbers approximately 100,000 theatres in 120 countries.

"In spite of rumors of what is wrong with our pictures, it is my belief that there is no other medium of entertainment that can replace motion pictures of today."

TV Opens British Market for 'Electra'

LONDON, April 15.—B.B.C. Television gave an assist to a motion picture here in an unexpected way recently. It used TV time on two separate evenings to present to viewers Eugene O'Neill's "Mourning Becomes Electra." The presentation was a great success, many rating it the finest thing B.B.C. has yet done.

RKO Radio here has held its "Mourning Becomes Electra" in cold storage since the first print arrived in 1947. On the basis of the play's newly discovered popularity with the public, Harry Buxton of the Gaiety Theatre, Manchester, bid for the picture and will give it its British premiere on May 4.

Industry Ads

(*Continued from page* 1)

ment of the plan appears to be favored generally.

The MPAA executive committee had indicated willingness to allow expenditure of as much as $300,000 on the newspaper program if the ad-publicity committee could agree on format, approach, lay-out, etc. However, since the funds would come out of the companies' established advertising budgets withdrawal of the program does not mean a cut in the quantity of motion picture advertising by the distributors this year. It does mean a loss, of course, of advertising on the institutional level, unless the ad-publicity committee can come up with acceptable new ideas in this vein.

The disagreement was said to boil down to inability of some of the companies to fit their releasing schedules into the caliber of advertising suggested. It was found that these companies would be called upon to pay for advertising of pictures of their own that were either about to terminate their theatre rounds or that had not yet been indicated for release. Other companies were so much more favorably set up for distribution of top product during the period the advertisements would appear that their advantage over their competitors in the joint venture would be out of all proportion to the division of cost, it was indicated.

COMPO meanwhile has stood apart more or less from the planning of the newspaper campaign, its attitude being that if and when the MPAA decided upon the adoption of the project COMPO would be ready to sponsor it as a united industry effort.

It was expected that a report of the ad-publicity committee's work on the proposal would be made by Charles Simonelli, chairman, to the MPAA membership at its annual meeting here on or about May 2. There was said to be some likelihood that new ideas for an institutional ad program for COMPO sponsorship would be offered at the annual meeting or at the MPAA board meeting scheduled for the same day.

'Pinky' Action

(*Continued from page* 1)

20th Century-Fox production in violation of a Marshall, Tex., censorship ruling.

It is now up to the Supreme Court to signify its position with respect to the appeal in one of three ways: (1) assume jurisdiction and, of course, hear the case, (2) deny itself jurisdiction and thus uphold the decision of the Texas State Court of Appeals, (3) withhold judgment on jurisdiction, the effect being that the case will be heard both on its merits and as to whether jurisdiction is proper.

Gelling and supporters of his cause are hopeful that the court will make a decision on one of the three points before it recesses in May.

Rugoff-Becker House

Edward N. Rugoff and Herman Becker, operating the Metropolitan New York circuit bearing their names, will be hosts on Wednesday afternoon, April 23 at a reception to be given during a preview showing of their new Beekman Theatre, Manhattan.

Review

"Outlaw Women"

(*Lippert*) *Hollywood, April* 15

A FRONTIER town is taken over and run by women in this Western narrative, entitled "Outlaw Women." Producer Ron Ormond has put together a good picture containing most of the essentials of Western melodrama. And he has made it in such a fashion that customers who can't take the story seriously can take it humorously instead. Filmed in Cinecolor, with a large cast of substantial performers, the picture's box-office experience is not readily predictable. It could go very big if it were to tickle the public's funny-bone, as seems likely, and it could lie still if it doesn't.

Marie Windsor as the iron-willed "Iron Mae" McLeod has set herself up as the boss of Las Mujeres, a desert town where women outnumber men 9-to-1. She and her girls dominate the area, just as the local male banker or land-agent does in the orthodox Western. The somewhat sprawling script comes to a point when Mae is told by a local bandit suitor that he intends to hijack a load of gold being shipped from one nearby town to another. Since the gold includes her own, she sends her gals out to hijack it before the bandit can get to it, which they do. Concurrently, an old suitor and partner arrives with a U. S. Marshal intent on holding an election in Las Mujeres. When the bandit attacks her swank establishment to regain the gold, the U. S. Marshal and everybody else gets into the act, a shooting affray in which all of the baddies are killed off and Iron Mae is convinced that the Law has moved in and she had better marry her old suitor and settle down.

Richard Rober, Alan Nixon, Carla Balenda, Jacqueline Fontaine, Jackie Coogan and Billy House head a large supporting cast. Samuel Newfield directed, from a script by Orville Hampton.

Running time, 75 minutes. General audience classification. Release date, May 2.

Levy, Arbitration

(*Continued from page* 1)

the courts because exhibitors did not have a speedy and effective tribunal wherein to have their grievances heard and decided inexpensively."

All that is necessary to make the April 22 meeting one of the greatest events of industry history, according to Levy, "is for the representatives of the various segments of the industry present at the conference to approach the meeting with sincerity, with a spirit of compromise, and with a willingness to make sacrifices for the greatest good for the greatest number. This means that petty jealousies, rivalry, personality antagonisms, pride of authorship, and all other debilitating and destructive forces must be abandoned."

Allied Omaha Meet

(*Continued from page* 1)

TV competition and the box office slump and urged exhibitors to support companies that do not sell to TV. He insisted that all motion pictures be kept off TV.

Other speakers were Mike Simons of M-G-M, who spoke on the value of the Council of Motion Picture Organizations. Robert Hoff, president of TESMA and member of the Ballentyne Theatre Equipment Co. of Omaha, stressed the need for good equipment in today's competition.

Many Iowa exhibitors were not present because of the flood situation and Mayor Glenn Cunningham, slated to appear at the opening luncheon, was busy on the emergency program. Attendance reached 250 of the expected 350.

RKO Circuit Meet

(*Continued from page* 1)

last Dec. 6 was not concluded until Jan. 10 last. Delay in counting ballots in that meeting's proxy battle caused the extension of it to Jan. 10.

Commencing next year and each year thereafter the annual meeting of stockholders will be held on the first Thursday in May either in Dover, Del., or in New York.

Blumenstock Signs

(*Continued from page* 1)

allowance shall be in addition to expenses while travelling on business for the company. A "reasonable vacation each year" also is provided for.

Under the contract Blumenstock is to have headquarters in New York and Burbank.

Compo Role

(*Continued from page* 1)

to see COMPO endangered by bringing it into the trade practice field." Myers declared that the organization's by-laws "carefully limited it to activities in the public relations field. There is no restraint of trade in cooperative public relation activities. I shudder to think where opening COMPO to trade practices might lead us."

COMPO officials here said yesterday they preferred to withhold comment for the time being on Lichtman's suggestion that the organization take over trade practice problems.

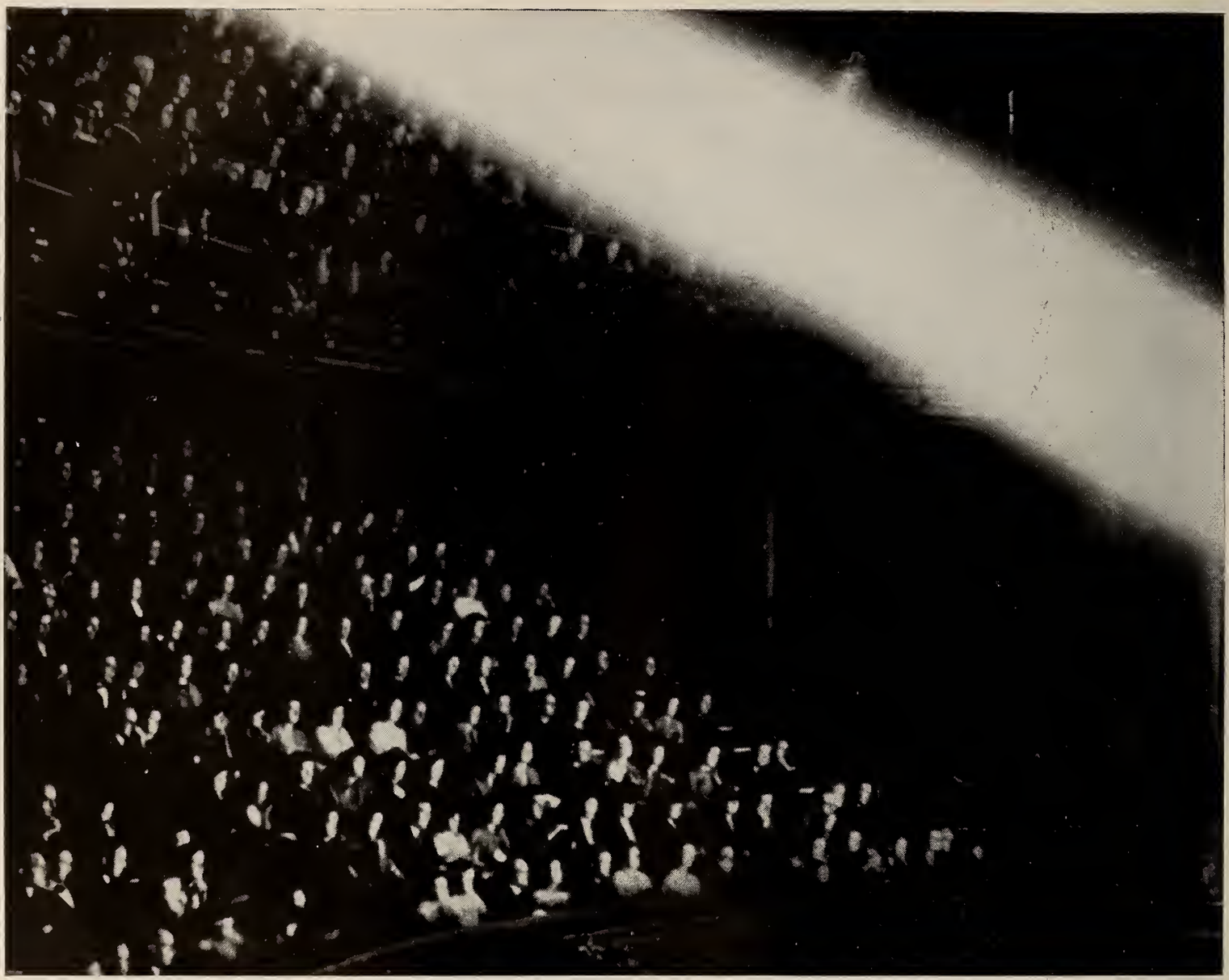
Pointing out that such activities would require a complete change in the character of the organization, COMPO officials said it would be up to member organizations to decide whether or not they wanted to authorize such a change.

At Theatre Owners of America headquarters here it was stated that no comment had been received from Mitchell Wolfson, president, or Herman Levy, counsel, who are attending the Georgia convention at which Lichtman made his suggestion. Gael Sullivan, TOA executive director, was in Scranton, Pa., yesterday.

S. Semenenko's Mother

BOSTON, April 15.—Mrs. Marie Semenenko, mother of Serge Semenenko, vice-president of the First National Bank of Boston in charge of motion picture financing, died in Cleveland last Saturday.





This is the house that LIFE builds

65% of all U.S. movie-goers read LIFE*

* From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. Each week, 23,900,000 people read LIFE. In the course of 13 issues, this audience accumulates to 62,600,000. A "LIFE reader" is a person who has read one or more of 13 issues.

Hear Robert Montgomery, "A Citizen Views the News"—weekday evenings on most NBC stations.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 75 NEW YORK, U. S. A., THURSDAY, APRIL 17, 1952 TEN CENTS

Insider's Outlook

By RED KANN

THOSE titles! They are getting longer and longer and making it tougher and tougher for advertising men to prepare copy and theatremen to compress them into available marquee space. For instance, a fast gander at recent and upcoming attractions:

Aaron Slick from Punkin Crick, The Day the Earth Stood Still, Down Among the Sheltering Palms, the Francis series, I Can Get It for You Wholesale, I'd Climb the Highest Mountain, I Was a Communist for the FBI, I'll See You in My Dreams, Inside the Walls of Folsom Prison, Land of the Trembling Earth, Love Is Better than Ever, the Ma and Pa Kettle Series, Meet Me After the Show, The Model and the Marriage Broker, Mr. Belvedere Rings the Bell, Pandora and the Flying Dutchman, Phone Call from a Stranger, Painting the Clouds with Sunshine, The Secret of Convict Lake, She's Working Her Way Through College, Take Care of My Little Girl, The Treasure of the Golden Condor, With a Song in My Heart, Wait 'Til the Sun Shines.

There's still room for expansion. So far no one has been foolhardy enough to try one like, "How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life," a 70-letter concoction dreamed up by Alan Jay Lerner and Burton Lane for one of their songs in "Royal Wedding."

■

CAN'T accuse Eric Johnston of being shy on perennial optimism. The darker the cloud, the brighter his silver lining. Latest is his Los Angeles address analysing what TV will do *for*, not *to*, the industry. Especially for Hollywood. . . . Al Lichtman's surveys, he said in Atlanta, blame TV for 99 per cent of the decline in theatre business. Our one-man survey isn't quite so contained. It makes reasonable allowances for sad interruptions in the flow of quality product, the high cost of living, the usual uncertainties of a Presidential election year and you - know - what - happened on March 15.

NPA Has Order For Theatre Color Video

By J. A. OTTEN

WASHINGTON, April 16. — The National Production Authority is now circulating among government agencies the text of the first formal proposed order to permit color theatre television.

NPA officials hope to get final approval by the middle of next week from all interested agencies, and to make announcement of their action early in the following week.

It has long been assumed that NPA thinking was along this line, but *Motion Picture Daily* now learns that the thinking has actually been put on paper.

The order, it is understood, would also clear the way for some home color television. The new set-up, a

(*Continued on page 6*)

Loew's Profit Up For First Half

Loew's, Inc., yesterday reported a net profit of $3,222,040 for the 28 weeks ended March 13 last, compared with $2,978,832 for the corresponding period a year earlier.

With adjustment of Federal taxes for prior years of $515,276 added, net profit for the current period was equivalent to 73 cents per share. In the corresponding period last year, after addition of $1,247,033 adjustments of

(*Continued on page 6*)

W. B. Today Opens Series of Three Sales Conferences

NEW ORLEANS, April 16.—With Ben Kalmenson, distribution vice-president, presiding, and Mort Blumenstock, advertising-publicity vice-president, in attendance, Warner Brothers Pictures tomorrow will begin a series of three regional sales meetings at the Roosevelt Hotel here. John Kirby, Southern sales manager, will head the delegation of district managers, branch managers and salesmen of the Southern division at tomorrow's parley.



Ben Kalmenson

The second divisional sales confer-

(*Continued on page 6*)

B. and K. Net Income For '51: $1,646,637

CHICAGO, April 16.—Balaban and Katz Corp. for the fiscal year ended Dec. 29 had a net income of $1,646,637.00 or $6.28 a share on the common stock, compared with $2,175,354.00 or $8.28 a share in 1950, according to a report made to stockholders at the annual meeting here yesterday by John Balaban, B. and K. president.

Dividends paid in 1951 amounted to

(*Continued on page 7*)

UPT Realized $7,532,000 From Sale of Theatres

Substantial capital gains, principally from theatre dispositions during 1951, was disclosed here yesterday in United Paramount Theatres' annual stockholders' report. The disposal of the theatres was in accordance with the consent decree.

The report disclosed that the theatres, properties, stocks of theatre companies and sundry equipment which were disposed of during 1951 were carried on the books at $2,244,000 and were sold at a consideration fo $7,532,000.

After deducting estimated Federal income taxes and expenses of sales, a net profit of $4,002,000 was realized, the report stated.

An indication of the dimensions of

(*Continued on page 7*)

Para. Action on SCA Patents Questioned

WASHINGTON, April 16.—The possibility that Paramount Pictures had acted illegally to stop the development of patents held by the Scophony Corp. of America while the two companies were affiliated was raised today by Federal Communications Commission counsel.

FCC attorney Arthur Gladstone told the catch-all Paramount hearing

(*Continued on page 7*)

$10,790,011 Earned by UPT in 1951

Goldenson Sees Business Picking Up This Year

Net earnings of United Paramount Theatres for the fiscal year ending Dec. 29, 1951, amounted to $10,790,011, of which $4,002,590 was net capital gains, Leonard H. Goldenson, UPT president, disclosed here yesterday in the annual report to stockholders.

This compares with earnings for the fiscal year 1950 of $12,351,000, including capital gains of $2,144,000. The decrease was attributable to an estimated 7 per cent decline in admission receipts and an increase in Federal income taxes.

Goldenson added, however, that there was a much firmer tone to business in the latter part of 1951. "The decline levelled off in the last two quarters of the year and attendance has continued to be satisfactory so far in 1952."

In consequence of television compe-

(*Continued on page 7*)

'230' Threatens to Picket RKO Houses

Officials of AFL's Sign Pictorial and Display Union Local No. 230 yesterday threatened to establish picket lines today at RKO theatres in New York's five boroughs if the circuit does not sign forthwith a contract covering the union's members in the home office publicity and art departments. The pickets, they said, would be protesters, not strikers.

John Scotti and Joe Abels, union officials, reported that notice to this effect was given yesterday to RKO Theatres executive Leslie E. Thompson.

Technicolor Lineup At an All-time High

The combined availabilities and potentialities of feature product with color by Technicolor have reached an all-time peak, with 184 titles ticketed on current releases (33 productions), awaiting release (69); in actual production (23), or in preparation (59).

British Exhibitors Fear Austerity May Injure Attendance

LONDON, April 16.—Although the government's new fiscal policies are working a gradual improvement in Britain's balance of payments position with respect to overseas trade, the increased austerity at home, an integral part of the over-all policy, is cutting into the average citizen's available spending money for recreation.

That fact is beginning to be revealed in entertainment tax collection reports, indicative of theatre attendance trends. It has exhibitors here worried, not only over the symptoms at hand, but also over the portents of things to come.

During the first seven months of the present fiscal year—August, 1951, to February, 1952—the entertainment tax yielded £23,485,000. That indicates, if business continues to run at the present level—of which there is no certainty it will—the year's yield will be slightly in excess of £40,000,000, or £2,500,000 less than the former Chancellor of the Exchequer, Hugh Gaitskell, budgeted for last year.

Disturbing Symptoms

Disturbing symptoms also are appearing on other fronts. Chancellor R. A. Butler's purchase tax on textiles has been followed by a shopping slump and 76,000 unemployed are reported to be affected in Lancashire's cotton mills alone, with many more there on part-time employment only. The pinch is being felt, too, in the engineering industry, due to a shortage of U. S. steel.

Cushioned for years on a full-employment policy, theatremen are now uneasy, seeing the spectre of out-of-work patrons stalking them. Their concern is being evidenced in continuing efforts to have the entertainment tax revised so that a scale making possible convenient seat prices can be established, eliminating bothersome odd-price scales now prevailing.

The Cinematograph Exhibitors Association has requested a meeting with the Chancellor to discuss the tax revisions. No date has been set yet for a meeting but it is considered more than likely that the Chancellor, having specified the aggregate amount he wants out of the box-office, will give enabling powers to the Customs and Excise authorities to fix the scale. It is also felt that whatever revisions are made will synchronize with the beginning of the third year of the Eady tax next August.

Non-cooperators Increase

Concurrently, CEA's leaders are disturbed at the slight increase of non-cooperators in the Eady plan. At present, 65 exhibitors are refusing to pay the so-called "voluntary" levy. CEA fears that the levy may be made statutory, which not only would place it on a mandatory basis but also would give it more promise of permanency than it now has.

Personal Mention

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will arrive in Buffalo today from Detroit, and will return here tomorrow.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will be in Pittsburgh today from New York, going from there to Cincinnati, Indianapolis, Detroit and Cleveland.

•

MAX WEINBERG, M-G-M Eastern short subjects representative, will address the Springfield, Mass., Motion Picture Council tomorrow.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has returned to Hollywood from Denver.

•

LARRY WEINGARTEN, M-G-M studio executive and producer, is due here from the Coast with his wife today.

•

LOU MILLER, RKO Radio Western division sales manager, is recuperating at his New Jersey home from illness.

•

ALFRED JUNGE, art supervisor at M-G-M's studios in England, will leave here today by plane for London.

•

ALFRED E. DAFF, Universal global sales chief, will leave here early next month for Hollywood.

•

H. M. RICHEY, M-G-M exhibitor relations head, will leave here today for Washington.

LEO McCAREY, Paramount producer-director, will arrive here from Hollywood this week.

•

DANIEL BLOOMBERG, chief engineer for Republic studios in Hollywood, and SIDNEY SOLO, general manager for Consolidated Film Industries' laboratories, will leave here by plane tomorrow for London.

•

FRANK LAGRANDE, supervisor of Paramount's laboratory operations here and in London, left New York yesterday for Europe.

•

M. L. SIMONS, home office assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due back here tomorrow from Omaha.

•

MORT BLUMENSTOCK, Warner Brothers advertising-publicity vice-president, has flown to New Orleans from Burbank.

•

EDWARD LACHMAN, president of Carbons, Inc., has left here for the Coast with stop-offs in Chicago and Las Vegas.

•

EDWARD W. FINKELSTEIN, president of Manor Films, is in Chicago from New York.

•

ZOLTAN KORDA, British producer-director, left here by plane for London yesterday.

•

BEN THAU, M-G-M studio executive, will arrive here from the Coast on Tuesday.

Set Movietime Plans For Kansas-Missouri

KANSAS CITY, April 16.—C. E. Cook, president of the Kansas-Missouri Theatre Owners Association, today appointed Leo Hayob, Shenn Lawler and Earl Jameson, Jr. as representatives of his association on a joint committee to plan "Movietime, U.S.A." activities this summer. Jay Wooten, president of the Allied unit, and William Goddoni, chairman of the distributors Movietime group, are also to appoint three each, and the nine will organize for the work. The suggestion has been made that the star tours be arranged for June.

The board made further plans for the celebration at Larned, Kan., May 15, honoring John Schnack for his 50 years as an exhibitor in that town. Schnack is one of the oldest exhibitors of the Association in continuous active membership. The presence of nearly every member of the board, and the report of a high level of membership in the Association and of dues paid, reflected lively interest.

'Song' Gross High

Twentieth Century-Fox's "With A Song in My Heart" grossed over $750,000 in three days of playing in 90 situations throughout the country, it was learned here yesterday.

Allied Meet Scores Film Sales to TV

OMAHA, April 16.—A resolution against any sale of pictures to television was passed at the closing session of the Iowa-Nebraska and Mid-Central Allied Convention today, held despite the heavy Missouri River floods.

A morning clinic carried over the opening day's expressions of opposition to television sales. The clinic was headed by Wilber Snaper, National Allied president and A. B. Jefferis, Mid-Central head.

Other Resolutions

Other resolutions included: Full support to Council of Motion Picture Organizations and Movietime star tours; full support to the National Allied all-inclusive industry arbitration, urging the Myers plan for voluntary arbitrators; selection of Academy Award winners by the public through their theatres; praise to M-G-M and Monogram for refusing to sell to TV and commendation to Monogram and Lippert for recent statements against TV sales; urging action by exhibitors to write Congressmen for repeal of the 20 per cent Federal admission tax.

The 1953 Iowa-Nebraska Allied meeting will be early in May at Des Moines.

30 at UA's Sales Meeting Today In San Francisco

SAN FRANCISCO, April 16.—United Artists' first all-West Coast sales conference will open here tomorrow at the Clift Hotel with 30 representatives on hand to hear vice-presidents William J. Heineman and Max E. Youngstein and Western-Southern sales manager Milton E. Cohen discuss product and policies.

Headed by James Velde, West Coast district manager, personnel attending the two-day conference will include the following: From Los Angeles, in addition to Velde, branch manager Richard Carnegie, sales manager Stanley Lefcourt, office manager Burt Pollard and salesmen William Warner, William Walsh and William Wasserman; from San Francisco, branch manager Ralph Clark, sales manager Frank Harris, office manager Frank Harr, salesmen E. Gibson and Jack Finlay and head booker Robert Hazard.

Attending from Seattle are branch manager A. J. Sullivan, office manager H. Harden and salesmen Jack O'Bryan, M. Leonard and Roy Wilson. Present from Denver are branch manager Martin Austin, office manager George McCool and salesmen William Sombar and A. Brandon. The Salt Lake City branch is represented by branch manager W. McKendrick, office manager J. Peterson and salesmen J. Solomon and G. Larson.

Gamble and Skouras Buy 'Pepsi' Plant

PORTLAND, ORE., April 16.—Ted Gamble, theatre operator, for many years associated with exhibition in Oregon, and Charles P. Skouras, president of National Theatres, have jointly purchased the plant and equipment of the Pepsi Cola Bottling Co. here. The price was $300,000, with an additional $100,000 investment for new equipment and operating capital.

Gamble is president and William R. Deutsch is secretary-treasurer and general manager.

Services Saturday For Charles Barro

HOLLYWOOD, April 16.—Funeral services for Charles H. Barro, 75, retired pioneer exhibitor, who died at his home here of a heart attack yesterday, will be held at Forest Lawn Saturday afternoon. A former Pratt, Kan., resident, the deceased, who entered the industry in 1912, developed and operated a circuit which he sold to Commonwealth Amusement Co., Kansas City, in 1944, coming here to live thereafter. The widow, a brother and two sisters survive.

Services for Allen

BALTIMORE, April 16.—Funeral services were held here for William C. Allen, owner of the Towson Theatre, who died last weekend at the Church Home and Infirmary Hospital following a heart attack.

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About youth!
About song!
About love!
About fun!

"About face"



Soon! As happy a pleasure parade as WARNER BROS. ever made!

COLOR BY TECHNICOLOR







Get your date set for the happiest picture that ever lit up Broadway!



Everybody's dating
PARAMOUNT!

•

Leo McCarey's
MY SON JOHN

•

W. Somerset Maugham's
ENCORE

•

George Stevens'
SOMETHING TO LIVE FOR

•

Perlberg-Seaton's
AARON SLICK FROM PUNKIN CRICK

•

Hal Wallis'
RED MOUNTAIN . . .



Wonderful things can happen at your boxoffice with the picture that gets this wonderful press send-off:

"Most recent in long series of wonderful Seaton films—among them 'The Song of Bernadette,' 'Miracle on 34th Street,' 'Apartment For Peggy.' Special Citation."
—Louella Parsons, Cosmopolitan Magazine

"Laugh-sleeper of the year."
—Hy Gardner, N.Y. Herald Tribune

"Picture of the Month!"
—Seventeen Magazine

"This one stands to click."
—Film Daily

"Challenges critics who bleat about lack of originality in pictures."
—Boxoffice

"Hard to see how a theatre playing it can fail to profit handsomely."
—Showmen's Trade Review

"All-absorbing all the way."
—Silver Screen

"A warm, human picture, trying to solve no problems."
—Syndicated Columnist Louis Sobol

1951's Oscar-winner—that Cyrano guy, JOSÉ FERRER—is romantically teamed with 1952's winner—that Streetcar gal, KIM HUNTER

Coming Events

April 19—IATSE testimonial dinner to William T. Raoul, international secretary-treasurer, St. George Hotel, Brooklyn.
April 21-25—Society of Motion Picture and Television Engineers 71st semi-annual convention, Hotel Drake, Chicago.
April 22—Industry arbitration conference, Hotel Astor, New York.
April 22—Independent Theatre Owners of Ohio board meeting, Deshler-Wallick Hotel, Columbus.
April 23—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 24—Associated Motion Picture Advertisers luncheon and election, Trader Tom's, New York.
April 27—New York Motion Picture Bookers Club annual dinner-dance, Hotel Astor, New York.
April 28-May 1—International Variety Clubs 16th annual convention, Las Vegas.
May 1-2—North Central Allied annual convention, Nicollet Hotel, Minneapolis.
May 3-4—Allied States spring board meeting, Broadmoor Hotel, Colorado Springs.
May 5—Allied Associated Theatre Owners of Indiana board meeting, French Lick Springs Hotel, French Lick Springs.
May 6-7—Allied Associated Theatre Owners of Indiana annual social get-together, French Lick Springs Hotel, French Lick Springs.
May 6-7—Allied Rocky Mountain Independent Theatres annual convention, Antlers Hotel, Colorado Springs.
May 14—Allied Theatres of Michigan board meeting, Detroit.
May 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Hettie Baker Leaves 20th Censor Post

Hettie Gray Baker, national director of censorship for 20th Century-Fox, is retiring, effective this week, after 36 years with the company.

Miss Baker, who joined the old Fox Film Corp. as a film editor, became public relations representative for the firm with the advent of sound. In this capacity she handled all dealings with censor boards of the United States and Canada, as well as volunteer review boards around the country.

Mrs. Victoria Bruck, assistant to Miss Baker, is being elevated to the censorship post.

Mono. Meet May 2-3

HOLLYWOOD, April 16.—Allied Artists-Monogram President Steve Broidy scheduled a special executive sales meeting for May 2-3 at the studio, with vice-presidents Harold Mirisch and Morey Goldstein presiding. Final decisions on the 1952-53 program will be taken.

Ivan Tors to New York

HOLLYWOOD, April 16.—Ivan Tors will fly to New York tomorrow from here to scout locations and players for "Glass Wall," which Maxwell Shane-Ivan Tors Productions will produce, starting next month, for United Artists release.

Trade Survey Sees 20% Gross Increase Possible

A normal two per cent increase in theatre grosses in television areas in evidence this year may well be expanded to a 20 per cent increase in such areas by special selling and promotional efforts by exhibitors, Sindlinger & Co., business analysts of Ridley Park, Pa., state in the latest of a series of letters reporting results of a study of the Chicago entertainment market.

The report asserts that the trend of average household expenditures for motion pictures began its decline prior to the pre-TV year of 1947, indicating that the factors, other than TV, which contributed to the decline, need to be combated to provide a recovery of more than two per cent in theatre grosses.

The latter recovery will occur naturally from TV-weary audiences turning again to theatres for entertainment. The effectiveness of the methods employed in combating the non-TV factors can account for further recoveries up to 20 per cent this year.

"If you have come to a conclusion that TV is the primary factor which is causing your own gross decline," the Sindlinger letter says, "note that the individual household trend for movie expenditures started downward before anybody ever heard anything about TV. It is in this fact that we see the 20 per cent increase in gross as a real possibility rather than the two per cent increase which is coming about naturally in TV markets."

The report points out that the same fact is of significance to non-TV areas which will have TV in the future. Studies have shown that theatre grosses declined one per cent for every two per cent increase in TV ownership. The Sindlinger letter states that this ratio of decline can be checked by special marketing effort addressed to those who began attending theatres less frequently prior to the advent of TV. Better pictures and concerted industry business drives are not taken into account in this regard, but are plus factors, the letter states.

It also predicts that the total gross will be little affected by the introduction of TV to new areas as the unfreezing of new TV stations takes effect. Where the novelty of TV prevails in new areas it "will be offset by the natural increased movie attendance of older TV families," the letter states.

It places the overall decline in grosses since the peak, pre-TV year of 1947 at 11 per cent. It uses a 1947 gross figure of $1,320,000,000, however, rather than the frequently used $1,400,000,000 figure, specifying at the same time that "actually, accurate information on the total gross does not exist."

The letter concludes that with marginal theatres written off, the lesser number remaining "will increase competition for better pictures, resulting in higher film rentals. With reduced competition among theatres, average operating theatres' grosses will be higher. The low ebb in the total gross decline has been reached. The crisis is over for the distributor-producer."

Levin Office in Boston

BOSTON, April 16.—Jack H. Levin Associates, national checking and survey company, has opened New England division offices here, headed by George O'Heron.

NPA Has Order

(*Continued from page* 1)

substantial relaxation of the present M-90 order which bans all home and theatre color TV, would permit some home set manufacturers to turn out color sets providing they meet certain standards limiting their use of scarce technical personnel on non-defense work.

The manufacturer would have to go to the NPA and prove to the agency that his production would not drain skilled engineers or scarce materials from the defense effort. The present flat ban would be replaced, in other words, by a system of licenses to a few firms which could meet these tests.

The M-90 order has been under fire from the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, as well as from some segments of the TV set manufacturers, notably Paramount's Chromatic Television subsidiary.

Loew's Profit

(*Continued from page* 1)

depreciation and Federal taxes for prior years, the per share profit was 82 cents. Gross sales and operating revenues for the 28 weeks were estimated at $95,693,000, compared with $93,950,000 a year earlier.

For the 16 weeks ended March 13. last, after Federal taxes (reduced due to non-recurring taxable deduction), net operating profit was $1,647,977, equivalent to 32 cents per share, compared with $1,763,314 a year earlier to which was added $467,597 tax adjustment for prior years, bringing per share net profit to 43 cents. Gross sales and operating revenues for the 16 weeks were estimated as $55,121,000 compared with $54,158,000.

Boston Area Transit Strike Hits Grosses

BOSTON, April 16.—The strike of nearly 2,000 bus drivers and mechanics of the Eastern Massachusetts Street Railway and the Middlesex and Boston Street Railway for the past six weeks has caused a considerable drop in the grosses of over 100 theatres located in cities and towns serviced by the two utilities systems.

Exhibitors state that the streets in many places are practically deserted.

Fire in Troy House

ALBANY, N. Y., April 16.—Fire damaged Hellman's Palace in Troy this afternoon. There was no audience present, the theatre playing in the afternoon only weekends. The blaze is believed to have originated in the stage area.

Pioneers Raise Initiation

The board of directors of the Motion Picture Pioneers has passed a resolution which provides for an increased initiation fee from $10 to $25.

Conferences

(*Continued from page* 1)

ence has been scheduled by Kalmenson to take place at the William Penn Hotel in Pittsburgh on April 24-25, with Jules Lapidus, Eastern sales manager, and his division in attendance. Windup of the trio of sales conferences will be held with Roy Haines, Western sales manager, and his division at the Blackstone Hotel in Chicago on May 1-2.

In announcing the three 1952 regional sales meetings, Kalmenson emphasized that the Warner distribution force would be marketing "the most important lineup of product ever delivered from the Burbank studios." Just returned from a series of conferences with H. M. and J. L. Warner at the studios, Kalmenson pointed out that the present and future production setup includes the most varied roster of pictures and personalities in the history of the company. Kalmenson also stated that 1952 product has been greatly aided by the presentation of the new color process, WarnerColor.

Attending the New Orleans meeting will be Southeastern district manager W. O. Williamson, Jr., branch manager R. J. Iannuzzi, Atlanta, and salesmen C. T. Jordan, Jr., J. H. McCormack, Jr., W. H. Clark, J. W. Davidson; branch manager G. Livingston, Charlotte, and salesmen C. Ogburn, H. Funderbunk, B. J. Keyhan, V. Josack, E. Plumlee, W. White; branch manager R. H. Dunbar, Jacksonville, and salesmen J. W. Kirby, H. R. Kistler; branch manager Luke Conner, New Orleans, and salesmen R. A. Boykin, S. C. Otis, C. H. Varnado; South-Western district manager Doak Roberts, Dallas, and branch manager Ed. Williamson, Dallas, local sales manager H. Vogelpohl and salesmen J. Black, R. Burnside, W. Pittenger, J. C. McCrary, H. Clark, R. Bowers; branch manager Frank Carter, Memphis, and salesmen E. Hartzog, J. Young and J. Jernigan; branch manager Don Tullius, Oklahoma City, and salesmen E. Greggs, L. Lewis and J. Craig.

Home office executives attending are: Norman H. Moray, short subject general sales manager; I. F. Dolid; Howard Levinson; Bernard R. Goodman, supervisor of exchanges; R. A. McGuire, auditor of exchanges; Gil Golden, advertising manager; Larry Goloh, Eastern publicity director, and W. W. Brumberg, head of field exploitation staff.

Also attending will be field exploitation representatives J. D. Woodard, Atlanta and Dan Waters, Dallas.

Name George's in Percentage Suits

NEW ORLEANS, April 16.—Don George and Darrell George, together with a theatre operating company, have been named defendants in percentage actions filed in Federal Court in Shreveport. The actions, by Loew's and Universal, seek recovery for damages based on alleged underreporting of receipts on percentage engagements at the Don Theatre in Alexandria, the Don Drive-in and Davis theatres in Bossier City, and the Glenwood (until June, 1950), Lake, Don and Venus theatres in Shreveport.

Chaffe, McCall, Toler and Phillips, of New Orleans, represent the distributors with Sargoy and Stein of New York of counsel.

Strike in Rank Houses

J. Arthur Rank's five British West Indies theatres have closed because of a strike called over a wage dispute, according to reports from Kingston, Jamaica, which indicate that the houses will remain shut until further notice.

'King Kong' Re-release

"King Kong" is soon to be re-released by RKO Radio in company with a horror partner.

Earned by UPT in 1951

(*Continued from page* 1)

tition, Goldenson told UPT stockholders, producers are now placing greater emphasis on major pictures of broad appeal. "The harbinger of this," the UPT president stated, "is the fact that more feature pictures in 1951 grossed over $4,000,000 than in any one year in the industry's history."

Reaffirms Belief

In the report, Goldenson again reaffirmed his belief that the effect of home television on theatre box-office moderates after the novelty and installment payment period of set ownership has passed. The indications are, Goldenson explained, that after a lapse of time, set owners resume the habit of frequent attendance at motion picture theatres but on a more selective basis.

Earnings per share for 1951 amounted to $3.27 on 3,300,859 shares as compared with earnings of $3.79 per share on 3,261,287 shares outstanding in 1950. Dividends paid on the basis of $2.00 per share in 1951 amounted to $6,537,000.

The profit statement of consolidated earnings showed a profit before Federal taxes in 1951 of $12,944,163, compared to $12,613,379 in 1950. Provision for Federal income tax applicable to operations in 1951 was $6,764,890, compared to $5,496,302 in 1950. The increase in gross revenues for 1951 was attributed to the increased number of theatres reflected in the consolidated account during the year.

The consolidated profit and loss further showed theatre receipts and rentals for 1951 of $115,746,552, compared to $97,127,938 for 1950. Expenses for last year were put at $100,599,628 compared to $82,620,453 in 1950.

Summarzing highlights of UPT activities for the year, Goldenson mentioned the current hearings before the Federal Communications Commission on UPT's proposed merger with the American Broadcasting Co., Inc. "Excellent progress" was reported in the reorganization of its theatre assets in conformity with the March 3, 1949, consent judgment. The new deadline date for the divestiture of 184 theatres is Sept. 3, 1953.

On Microwave

On the activities of Microwave, the company in which UPT purchased a 50 per cent interest in January, 1952, the report stated that it is currently manufacturing electronic equipment for the government. Further, it was reported that Microwave is taking steps to commence the manufactuer of transistors which, it is believed, will have a wide future market as a replacement for vacuum tubes.

Regarding theatre TV, Goldenson placed special emphasis on the use of the medium as a "selective" means of communication, that is, sales conventions, education and training programs, and the introduction of new product lines.

Stressing the importance of the industry's bid for frequencies to the Federal Communications Commission, Goldenson stated that "it is the view of the industry that special channels are necessary to provide adequate service, and even more important, to achieve an image on the large-screen comparable in quality to the feature motion picture."

Para. Action

(*Continued from page* 1)

that his questioning of Paramount vice-president Paul Raibourn today was aimed at discovering Paramount's fitness as a TV licensee. He wanted to find out, he said, "whether or not Paramount was engaged in plans to suppress certain electronic devices contrary to law."

Has New Facts

He added that his intensive investigation into the relation between Paramount and SCA—which began when Paramount Television Productions, Inc., bought into SCA in 1942, and ended with the consent decree in 1948—had brought out facts never before revealed.

These facts, he said, might carry weight "in the Commission's mind" in deciding on Paramount's fitness.

Goldstone's inquiries today did not develop this thesis but brought out several contradictions between Raibourn's testimony and documents which the FCC attorney introduced into the record, and which had been taken from Raibourn's files.

Rodgers Postpones Talk

William F. Rodgers, Loew's vice-president and chairman of the distribution sub-committee which will negotiate on arbitration next Tuesday with exhibition representatives, postponed until April 30 his talk on industry arbitration which he was scheduled to give yesterday before the New York Film Board of Trade.

B. and K. Net Income

(*Continued from page* 1)

$6.00 compared with $7.25 in 1950. Balaban stated that he believed the long range effect of television and motion picture business has been exaggerated by many people. Television, he said, has made audiences more selective, so that good pictures do well but the poor ones suffer. Slightly more than half the company's profits last year came from its television station, which netted around $850,000.00, compared with $300,000.00 in 1950. Despite some increases in cost, TV earnings this year are running about even with last year, with the theatre profits slightly below a year ago.

UPT Realizes

(*Continued from page* 1)

the reorganization necessitated by the consent decree was furnished by Leonard H. Goldenson, UPT president, who reported that "in the aggregate the reorganization to date has involved assets well in excess of $50,000,000.

Terms of Decree

Under terms of the decree, UPT is permitted to hold a maximum of 651 theatres, either wholly-owned or jointly with investors. UPT, when it was granted an 18-month extension to Sept. 3, 1953, told the New York Statutory Court that it had filled the terms of the consent decree governing 888 theatres, with 184 theatres to be disposed of.



"GREAT!" says Edwin Miller, SEVENTEEN Entertainment Editor

—and millions of teens will troop to theaters to see for themselves!

Paramount presents JOSÉ FERRER in

A Perlberg-Seaton Production

ANYTHING CAN HAPPEN

Co-starring KIM HUNTER



Picture of the month in May SEVENTEEN—the magazine that builds movie attendance every month!

seventeen

25% of SMPTE Papers on Video

Television will be the subject of 25 per cent of the papers to be read and discussions to be held at the 71st semi-annual convention of the Society of Motion Picture and Television Engineers at the Drake Hotel in Chicago, opening Monday and running through Friday.

This was disclosed here yesterday by SMPTE president Peter Mole as a vanguard of SMPTE officials entrained for Chicago. Fifty-four more papers will be heard by the expected largest gathering of members and guests in the 71 meetings of the organization, totaling over 1,000.

TV Will Lead Off

Television will lead off with 12 to 15 speakers on Monday, following registration and a get-together luncheon. The second day will feature talks on screens and control of brightness; Armed Forces production; magnetic projection; film inspecting; future film uses.

Wednesday will be devoted entirely to high-speed photography, at the end of which the cocktail hour and banquet will take place. Industry officials will be on the dais.

Thursday will be given over to color and laboratory sessions which will include foreign language dubbing, and other discussions on "lab" work.

Friday will introduce sound and editing speakers as well as new equipment sessions, which will wind up activities.

Frank, Halpern to Address SMPTE Meet

CHICAGO, April 16.—James Frank, acting director of the film section of the National Production Authority, will discuss current mobilization problems as they affect the film industry at a luncheon-meeting Monday at the semi-annual convention here of the Society of Motion Picture and Television Engineers.

Another featured speaker will be Nat Halpern, president of Theatre Network Television, who will address the delegates on the progress of theatre TV to date.

Shows New Sound Recording System

A new method of motion picture sound recording was shown to New York members of the Society of Motion Picture and Television Engineers last evening by Robert Dressler of Paramount Pictures at a meeting held at the Henry Hudson Hotel. The system, which uses a crystal instead of a mechanical device to control the photographic light beam, was described and demonstrated.

E. M. Stifle is chairman of the Engineers' Atlantic Coast section.

26 Republic Films Sold to KTLA-TV

HOLLYWOOD, April 16.—The acquisition of 26 Republic Pictures for telecasting on station KTLA-TV was disclosed here by Klaus Landsberg, vice-president of Paramount Television Productions, Inc., and general manager of the Paramount-owned station.

The 26 films include "President's Mystery," "Down to the Sea," "Dancing Feet" and "Wagons Westward."

Reviews

"The Half-Breed"

(RKO Radio)

THE SEEMINGLY UNENDING preoccupation of the makers of Western films with the Apache uprisings of old is attested to again in "The Half-Breed," the sixth or seventh picture on the subject to appear this year. As action numbers go, this one appears to have what it takes to completely please devotees of lively outdoor drama, and at the same time measure up to the demands of customers who are inclined toward romantic fare.

Starring Robert Young, Janis Carter and Jack Buetel, this Herman Schlom production, in color by Technicolor, which Stuart Gilmore directed, from a screenplay by Harold Shumate and Richard Wormser, tells of a handsome gambler's friendship with an Apache half-breed and their mutual efforts to establish peaceful relationships between the whites and Indians despite the trouble-making of certain unscrupulous government agents and businessmen. Before the happy ending, however, the friendship of gambler Young and half-breed Buetel is jeopardized by saloon singer Carter's flirtatiousness. In love with Young, for whom she rejected villain Reed Hadley, Miss Carter at one point makes eyes at the susceptible half-breed to arouse Young's jealousy, and an Indian declaration of war almost results.

Miss Carter is very decorative in her role, Buetel is quite convincing as the half-breed, and Young makes a dashing gambler, quick on the draw and the answer to a maiden's prayer, notwithstanding greying temples. Barton MacLane, Porter Hall, Connie Gilchrist, Sammy White, Damian O'Flynn and others render adequate support. The mountainous outdoors are seen to splendid advantage in the color.

Running time, 81 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

"No Resting Place"

(Classic Pictures)

THE NOTED British documentary film maker Paul Rotha here turns his directorial talents to a fictional story dealing with an accidental killing and a relentless hunt for the suspect. What charm and interest the picture has derives mainly from the fact that it is set in a wild section of Ireland and focuses attention on the tinkers, known in many places as gypsies. Because of Rotha, the picture should have some appeal to art houses; and because of the theme and locale, it should have appeal in theatres with large numbers of Irish patrons.

The gypsies shown are not those of song and story but illiterate, pitifully poor, oppressed itinerant farm hands. The principal character, played by Michael Gough, accidentally kills a game-warden after the latter shot his son. Fearing that the police will not believe the true story, Gough hides the body and goes off with his wife, son, two brothers and their families. Noel Purcell, a policeman about to retire, suspects Gough and hounds him in every way possible. In a barroom fight the policeman is injured but after he recovers and Gough gets out of jail for the assault, the hounding continues. Ultimately after the wife, played effectively by Eithne Dunne, dies, Gough and his boy set out for another valley. Eventually the policeman overhears Gough and his son discussing the death of the game-warden. Then the tinker gives himself up.

It is to be regretted that the story, by Rotha, who also produced, and Colin Lesslie and Michael Orrom did not have more substance and originality. The character portrayals are excellent and the photography catches the mood of the Irish countryside. If the film was intended to have a message, it was one of futility.

Running time, 80 minutes. General audience classification. Release date, not set.

Dougfair Opens an Office in London

HOLLYWOOD, April 16.—Alexander MacDonald, vice-president of Dougfair Corp., has returned from London where he set up European headquarters for the organization headed by Douglas Fairbanks, Jr.

Final production details, including financing and a British color commitment on "Elephant Walk" were completed in London by Fairbanks and MacDonald before the latter's return. Filming will be in Ceylon and India late this year.

New Memphis House

MEMPHIS, April 16.—A modernistic 1,400-seat theatre will open its doors on April 25 as the new Plaza, in the Poplar-Highland Plaza development here, gets going with a first-run film. The opening offering of the showhouse, operated under lease by Augustine and Agnes Cianciolo, will be "The Lady Says No." Robert W. Lessley, formerly assistant manager at the Strand, will manage the new theatre.

'U'-Decca Answer Due in 3 Weeks

Universal Pictures and Decca Records, which owns a major interest in the film company, are due to answer a minority stockholders' suit brought in New York Supreme Court in three weeks, attorneys for Universal stockholder Florence Long, disclosed here yesterday.

The suit charges that the principals in Universal and Decca "conspired" in their merger plans and in the acquisition of Universal Pictures stock by Decca.

Johnston, Heads Meet

HOLLYWOOD, April 16.—Eric Johnston flew to New York tonight, following a dinner conference with studio heads at the Beverly Hills Hotel here. Although secrecy surrounded the conference agenda, it is believed public relations, particularly as affected by American Legion activities with respect to the industry and by the Hughes-Jarrico controversy, were given thorough attention.

Stars Are Aiding Flood Refugees

OMAHA, April 16.—The world premiere of "Bronco Buster," backed by the personal appearances of Universal stars, is scheduled for the Orpheum here Friday, but instead of helping to sell the picture, the stars have been devoting their time to fund-raising and entertaining flood victims.

With the flood crest of the rampaging Missouri River due to hit Omaha, U-I executives decided to utilize the services of the players to aid the Red Cross rather than call off all premiere activities. Star Joyce Holden, aided by Palmer Lee, Hal Belfer and Tommy Chambers, are to be joined by John Lund and Chill Wills. They will participate in a four-hour television marathon to aid the victims. The premiere parade Saturday will be turned into a fund-raising pitch.

Advance promotion in Des Moines where the picture will open Saturday has also been conducted in connection with flood relief. Other Tri-States Theatres towns, including Davenport, Moline, Rock Island and Sioux City, which the Hollywood troupe has been scheduled to visit, have been cancelled due to the difficulties of transportation.

Foreign Heads Meet Today on Belgium

Foreign managers of Motion Picture Association of America member companies will meet in New York today to discuss a number of developments in overseas markets, particularly the new remittances and import agreements with the Belgian government.

Under the Belgian pact, that country will import 250 U. S. features during the coming year. It is the same number that was imported this year in a free market. Remittances will be restricted to 50 per cent of earnings, but the other 50 per cent will be more or less entirely used for operation and print expenses by the companies in Belgium.

Wise Leaves RKO For Ad Agency

CINCINNATI, April 16.—After 18 years in advertising for RKO Theatres, of which eight were with the divisional office here, Nathan S. Wise has resigned to start his own advertising-publicity agency here in partnership with James C. Keefe. No successor has been named as yet. Prior to joining RKO, Wise was on the staff of the *Detroit News*.

Keefe previously handled advertising and publicity for Fox Theatres in Milwaukee, also for RKO in Minneapolis and Warner in Cleveland. More recently he was publicist for the local 20th Century-Fox exchange.

Schwartz, Silliphant To Address Teachers

Teachers attending the April 23 session of the New York Board of Education course on motion pictures, sponsored by the Organization of the Motion Picture Industry, will hear Fred J. Schwartz, chairman, speak on the problems of the motion picture exhibitor, and Stirling Silliphant of 20th Century-Fox discuss the problems of building an audience for a motion picture.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 76 NEW YORK, U.S.A., FRIDAY, APRIL 18, 1952 TEN CENTS

Companies Set Arbitration Position Today

Executives Will Pass on Rodgers Group Proposals

Top officials of 10 distribution companies, including members of the executive committee of the Motion Picture Association of America, today will pass judgment on proposals regarding the position the companies should take on various points at the meeting on arbitration with exhibition next Tuesday at the Hotel Astor here.

The proposals will be submitted by a sales managers subcommittee headed by William F. Rodgers of Loew's at a meeting at the MPAA office here. Present also will be the trio of distribution attorneys who assisted the sub-committee in preparing the proposals, and Eric A. Johnston, MPAA president, who heads the distribution arbitration committee of

(Continued on page 7)

$2,049,000 for UPT 1st Quarter

Estimated consolidated earnings of United Paramount Theatres, Inc. for the first quarter of 1952 amounted to $2,049,000, including $244,000 of capital gains, compared with estimated consolidated earnings of $2,791,000, including $332,000 of capital gains for the first quarter of 1951, Leonard H. Goldenson, UPT president, disclosed here yesterday.

Share of undistributed earnings of partly owned non-consolidated subsidiaries amounted to $139,000 for the

(Continued on page 8)

Hits Raibourn's FCC Testimony

WASHINGTON, D. C., April 17.—Federal Communications Commission counsel today complained of the "reluctance" of Paramount Pictures director Paul Raibourn in responding to intensive, minute questioning on the six-year tie-in between Paramount Television Productions Inc. and the Scophony Corp. of America.

"The reluctance of the witness to admit certain facts which I think ob-

(Continued on page 8)

Easter Week Brings Business Boom At Key Runs in Many Territories

Field reports reaching here indicate that Easter week brought a box-office boom to many territories, with the principal exception, of course, being the flood-stricken Midwest.

Typical was Cleveland, where every downtown first-run is pacing well above average business, and Denver, where key runs report exceptional revenue. Los Angeles income is see-sawing; where business is good, it is very, very good and where it is bad it is horrid. San Francisco had some good reports. All of Atlanta's first-runs were above average. The same holds for that area's drive-ins.

Key attractions in Baltimore are headed for very substantial grosses. Buffalo reported brisk business and so did most downtown Cincinnati houses. All first-runs in Indianapolis were playing to heavy crowds. The same story was told by Toronto, all new attractions registering over average.

Dollar-wise, the field reports disclosed grosses that in some cases were actually phenomenal. Mentioned among the pacemakers were "With A Song in My Heart." "The Greatest Show on Earth," "The Marrying Kind," "Singin' in the Rain," "Ma and Pa Kettle at the Fair," the reissue of "Snow White and the Seven Dwarfs," "Viva Zapata" and "Jack and the Beanstalk," to cite a few.

B'way Grosses Up Despite Top Sports Events on TV

New York first-run grosses in the main stood up to Easter holiday forecasts, despite the stiff home television competition offered Wednesday night by the Robinson-Graziano middleweight bout and the opening game of the Giants at the Polo Grounds that night.

On the day of the fight and the game Radio City Music Hall, featuring "Singin' in the Rain" and its regular Easter stage show, racked up $25,500, one of the best day's grosses in the history of the Hall. The week's gross was $178,500 for the third stanza of the musical, a record Easter week business for the Hall.

The Paramount reported its grosses good with "Bend of the River" and Billy Eckstine on stage, citing a two-day gross of $17,000. However, Paramount manager Robert Shapiro said

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Kalmenson Stresses Market's Need for Good Showmanship

NEW ORLEANS, April 17.—The present buyer's market in the motion picture business demands "continuous aggressive showmanship" on the part of both distributor and exhibitor, Ben Kalmenson, Warner Brothers distribution vice-president, told delegates at the opening today of the company's two-day meeting of the Southern division sales force at the Roosevelt Hotel here.

Good pictures by themselves are not

(Continued on page 8)

Trade Press to Aid Palsy Drive

The aid of the motion picture trade press again has been enlisted for the annual fund-raising campaign of United Cerebral Palsy, by Leonard H. Goldenson, UCP president and president of United Paramount Theatres, who yesterday announced the following trade press committee:

Chester Bahn, *Film Daily;* James D. Ivers, *Motion Picture Herald;*

(Continued on page 7)

MPAA Board Okays Belgian Agreement

The final draft of the American-Belgian film agreement, providing for voluntary limitation of picture imports to 251 during the next year and allowing for remittance for 50 per cent of billings, was approved yesterday at a meeting here of the Motion Picture Association board.

The agreement, reached by MPAA's Fayette Allport and Belgian officials in Brussels, now will be handed the Belgian government for approval.

Construction Outlook Is Much Brighter

Flood-Damaged Houses Will Get Materials

WASHINGTON, April 17.—Giving immediate assurances that ruined or damaged theatres in the eight-state flood area in the Middle West will have critical materials needed for rebuilding and repair made available to them, the National Production Authority said today that it was "likely" that government controls on theatre construction would be substantially relaxed effective with the third quarter of this year.

William C. Truppner, assistant administrator of the NPA, indicated that the relaxation would take the form of eliminating the so-called Table One list and putting theatre and other amusement construction on the same basis as all other commercial construction.

At present, no theatre project or

(Continued on page 8)

NPA Approves 17 Theatre Projects

WASHINGTON, April 17.—The National Production Authority has approved another 17 theatre construction projects.

Of the 17 projects given a green light, nine were approved on the ground that materials were already on hand and no further government help would be needed; six were ruled exempt from NPA construction controls and two were given material allotments by the NPA.

Four of the approved projects went

(Continued on page 8)

Congressmen Back Hughes on Jarrico

WASHINGTON, April 17.—Three Republican members of the House Un-American Activities Committee today issued a joint statement strongly supporting the position taken by RKO Pictures studio head Howard Hughes in his dispute with screenwriter Paul Jarrico.

The three were Representatives Harold H. Velde of Illinois, Bernard W. Kearney of New York and

(Continued on page 7)

DAR Award to MGM for 'Kim'

WASHINGTON, April 17.—The Daughters of the American Revolution, meeting in annual convention here, today presented to Metro-Goldwyn-Mayer its first award to a motion picture, citing "Kim" as the best 1951 film for children between the ages of eight and 12. The award, in the form of a bronze plaque, was accepted for the company by Henderson M. Richey, director of exhibitor relations. Organization officials hope that the award will be an annual feature at each DAR convention.

The organization said a majority of members, through their state film chairmen, chose "Kim" "because of its fine ethical and entertaining values for children."

The DAR's motion picture committee again commended theatre owners for their special matinees for children.

'Subtle Propaganda'

Meanwhile, the committee told the convention that some state chapters had reported "subtle Communistic propaganda has crept into certain pictures and advised that we be alert to such attempted influences."

The report, from committee chairman Caroline White Settlemayer of New York City, did not name any specific pictures.

Generally speaking, the report painted a rosy picture of the quality of film production. It said "a general consensus of opinion is that there has been a definite improvement in the content of pictures as a whole this past year," but also noted that "the decided criticism remains that there seems to be too much violence, gangsterism, shooting and drinking."

Hold Funeral Rites For G. M. Hollstein

Funeral services were held yesterday for Gustavus M. Hollstein, 88, owner of the 81st Street Theatre here and an associate of RKO Theatres since 1919. He died on Wednesday.

With his brother, A. Hollstein, he built the 81st Street Theatre on Broadway in 1913. Surviving is his widow, Lily Hollstein.

Herman Timberg Dies

Herman Timberg, 60, well-known theatrical figure who had written motion picture scripts for several Coast studios and special material for film, stage and radio stars, died Wednesday in Memorial Hospital here after a long illness. The widow, Hazel, survives, as do two sons, three sisters and two brothers.

Newsmen Honor Leigh

Gene Nelson, currently appearing on stage at the New York Warner Theatre, will accept the "Page One Award" for Vivien Leigh to be presented by the Newspaper Guild at the 1952 Page One Ball at the Hotel Astor tonight. The award is being presented for Miss Leigh's performance in "A Streetcar Named Desire."

Personal Mention

WILLIAM J. HEINEMAN and MAX E. YOUNGSTEIN, United Artists vice-presidents, accompanied by Western-Southern sales manager MILTON E. COHEN, tonight will fly to Los Angeles from San Francisco.

•

DR. ROGER MANVELL, director of the British Film Academy, was guest speaker yesterday at a meeting of the Motion Picture Council of Greater Cleveland.

•

RICHARD HEDGLEN, M-G-M booker in Cleveland, this week became the father of a second child, MARY ALICE, born at St. Ann's Hospital in that city.

•

HENRY POLLAY has been appointed sales specialist by Radiant Manufacturing Corp., Chicago.

•

EVERETT RISKIN, Paramount producer, has returned to Hollywood from New York.

•

ROBERT DOLAN, Paramount producer, is due in New York from the Coast next Friday.

•

LEO ROSENCRANS, Jerry Fairbanks Productions creative department head, is in Detroit from Hollywood.

•

MAX BERCUTT, Warner Brothers publicist, is in Denver from San Francisco.

HERMAN RIPPS, assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, and JAY EISENBERG, liaison between the sales and legal departments, are in Boston from New York.

•

JOE SPRAY, vice-president and general manager of the Ace Film Laboratory, a subsidiary of Warner Brothers, has arrived in Hollywood from New York, and will return here in a week.

•

MAXINE GOLDBERG, executive secretary of the Variety Club of New York, has become engaged to WILLARD CANTER of M-G-M Records.

•

MARC M. SPIEGEL, Motion Picture Association of America representative in Germany, will leave here today for Frankfurt.

•

LAWRENCE WEINGARTEN, M-G-M producer and studio executive, has delayed his arrival here from the Coast until Sunday.

•

JOHN and RAY BOULTING, British producers, will arrive here shortly from London with their agent, JULES GLADSTONE.

•

ANNA ALVAREZ of Quigley Publications' circulation department, will be married here on Sunday to JOSEPH GIANI.

'Little League' Film Screened for Press

A special press screening of "Little League Baseball Basics," a 20-minute subject produced by Emerson Yorke, was held here yesterday. Narrated by Ted Husing, the film concentrates on baseball fundamentals and the techniques developed to teach these basics to "Little Leaguers."

The climax of the film is the 1951 Little League World Series in Williamsport, Pa.

340 Midwest Dates For Dizzy Dean Film

ST. LOUIS, April 17.—A total of 340 bookings have been set throughout the Mid-west on "The Pride of St. Louis" as a result of the month-long campaign employed here to launch the Dizzy Dean biography at the Missouri Theatre.

The picture opened in Kansas City today and will shortly have mass openings throughout the states of Missouri, Kansas, Nebraska, Iowa and Oklahoma.

See Top Response To UJA Drive

Independent theatre owners of the Metropolitan New York area hope to surpass their previous efforts for the United Jewish Appeal, Solomon Strausberg, chairman of the group, declared here.

Co-chairmen are Emanuel Frisch and Fred Schwartz.

'River' Bookings for Loew's Houses Set

The first five engagements on the Loew's circuit for "The River" were announced here by William J. Heineman, United Artists distribution vice-president.

The kick-off engagement will be the Atlanta premiere at the Grand on April 25. Popular-price presentations will follow Atlanta with openings at the Vendone in Nashville, May 4; the Richmond in Richmond, May 8; the State in Syracuse, May 10, and the Canton in Canton, O., May 14.

3 Foreign Pictures To Fine Arts Films

American distribution rights to a new Italian film and two British productions have been acquired by Fine Arts Films, which plans U. S. premieres in New York within the next two months. The Italian film, for which English titling was completed this week, is "Streets of Sorrow." The British two are J. Arthur Rank's "The Dark Man" and the Michael Balcon production entitled, "Train of Events."

New Paul Dennis Book

Paul Dennis' "Celebrity Cook Book" has just been published by Rockport Press. The book contains 330 favorite recipies of celebrities and executives, mostly from the motion picture industry. Dennis was formerly radio and television editor of the New York *Post*.

Altec Expands In West, South

Altec, theatre sound servicing organization, is opening an office in Oklahoma City, under the direction of C. J. Zern, newly appointed Southwestern division manager. Assisting Zern will be George LeBlanc and J. R. Brown, branch managers. Brown will be located in Kansas City and will cover that part of the division.

Additionally, Altec is reopening its Southern division office in Atlanta, under the direction of M. G. Thomas, division manager. "The constantly increasing business coming from this area is responsible for this move," according to H. M. Bessey, executive vice-president.

Assisting Thomas in Atlanta will be Bruce Mewborn, branch manager, and E. C. Lyman, also a branch manager, who will have his headquarters in Nashville.

Set 'Red Mountain' Bow in Florida

Paramount's "Red Mountain" will have a simultaneous four-city world premiere in Florida next Thursday, A. W. Schwalberg, president of Paramount Film Distributing Corp., disclosed yesterday.

It will open at the Paramount Theatre, Miami, Sheridan, at Miami Beach, Florida at Fort Lauderdale, and the Paramount at Palm Beach. Lizabeth Scott, who co-stars will make personal appearances at each of the four theatres on the opening night.

Peckham Classic Manager in Atlanta

Ralph E. Peckham has been appointed Southern division manager of Classic Pictures by Max J. Rosenberg, president. Peckham will have headquarters in Atlanta. Peckham was most recently associated with Snader Productions in the South, and was previously branch manager for Film Classics in Atlanta, Dallas and Indianapolis.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene KELLY Donald O'CONNOR Debbie REYNOLDS

Color by TECHNICOLOR - An M-G-M Picture

plus The Glorious Easter Stage Show

JAMES STEWART · ARTHUR KENNEDY

JULIA ADAMS · ROCK HUDSON in

BEND OF THE RIVER

color by Technicolor

in person BILLY ECKSTINE FRAN WARREN BOBBY SARGENT JUNE and MARTIN BARRETT WILL BRADLEY And His ORCHESTRA

PARAMOUNT TIMES SQUARE Midnight Feature Nightly

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High-speed thrills are



Roaring your way...



Racing head-on to bring you...

The Story Of Heroic Men And Women



DENVER & RIO



Who Forged A Railroad From Denver To The West!

COLOR BY

TECHNICOLOR

Produced by
NAT HOLT
for
PARAMOUNT
and actually photographed
in the rugged grandeur of
the Colorado's Royal Gorge



GRANDE

The Railroad That
Tamed The Rockies

And All Its
Teeming Excitement Is
Played To The Hilt
By This Cast
Of Exciting Names...



EDMOND
O'BRIEN



STERLING
HAYDEN



DEAN
JAGGER



LAURA
ELLIOT



LYLE
BETTGER

DENVER & RIO GRANDE

COLOR BY
Technicolor

Get Aboard
This Big One—from
Paramount



Co-starring
J. CARROL NAISH



ZASU PITTS

Launched importantly with the news-making Showmanship Train, carrying stars and press over the route of the Denver & Rio Grande to

11-CITY WORLD PREMIERE
May 2nd thru May 6th

Directed by BYRON HASKIN
Story and Screenplay by FRANK GRUBER · Produced by NAT HOLT

PRINTED IN U.S.A.

Arbitration

(*Continued from page* 1)

which the Rodgers group is an offshoot.

Today's meeting will produce the strategy the Rodgers committee will employ in its negotiations with representatives of the Theatre Owners of America, Allied States, Western Theatre Owners, Independent Theatre Owners Association of New York and the Metropolitan Motion Picture Theatres Association.

Most Likely Plan

Additionally, it is expected to result in a plan of activities for the meeting on Tuesday and possibly ensuing days. The plan which is most likely to be adopted, according to an MPAA source, is for Tuesday morning to be devoted to an open meeting wherein general views on arbitration possibilities can be exchanged; then, following a luncheon at the hotel, with Johnston as host, the afternoon would be given over to an executive session at which the fine points of arbitration proposals submitted by Allied and TOA could be given attention.

With Allied's spring board meeting scheduled for May 3-4 in Colorado Springs it was said to be doubtful that the meeting which will open Tuesday could continue for more than two additional days. It is known that the agenda for the Allied parley has not been completed pending the outcome of the initial arbitration meetings. The Allied board's discussion of arbitration will be influenced by the outcome of the New York conference and decisions will have to be based on it. Hence, Allied's delegates to the arbitration conference, president Wilbur Snaper, general counsel Abram F. Myers and Nathan Yamins, will need time to incorporate in the board meeting agenda items relating to arbitration.

See Recess Necessary

It was said that what is most likely to happen is a two or three day industry conference on arbitration followed by a recess of two, possibly three weeks, during which the delegates could report to their respective organizations on steps taken. The industry arbitration conference then would resume for two or three more days and be followed by another recess for intra-organization conferences, if necessary.

The Rodgers sub-committee includes Al Lichtman, 20th Century-Fox; Robert Mochrie, RKO Pictures, and A. Montague, Columbia. Its counsel consists of Austin C. Keough, Paramount; Robert W. Perkins, Warners, and Adolph Schimel, Universal.

Zambuto at SMPTE Meet

Dr. Mauro Zambuto, Italian film dubber, now in New York as a consultant for Italian Films Export, will address the spring convention of the Society of Motion Picture and Television Engineers on Thursday at the Drake Hotel in Chicago.

New Sound System

CHICAGO, April 17.—A new magnetic sound system for recording and reproducing magnctic sound on motion picture film has been dcveloped by engineers of the DeVry Corp., manufacturer of motion picture equipment.

Review

"Wall of Death"

(*Realart*)

A TALE of carnival life in Britain, "Wall of Death" offers a familiar roster of characters. The difference is they are English. There is a dreary and depressing quality to the story and it falls short in those qualities of subtlety and departure which make many imports suitable for "art" houses.

On the credit side it has good production values with careful photography and settings, intriguing authenticity and convincing performers all the way. Ernest C. Roy produced for Nettlefold Films, and Lewis Gilbert directed.

Its story, for which 90 minutes seems too long to develop and conclude, is that of the devotion a young and inherently clean carnival exhibition boxer, Laurence Harvey, has for an older, and inherently evil motorcycle racer, Maxwell Reed. A bad companion for the young man, Reed leads him into thievery and thuggery, all in order to achieve Reed's ambition, to get enough money to enter a motorcycle competition which he hopes to win and thereby reestablish himself as a title holder. The one good deed Reed does is to introduce Harvey to showgirl Susan Shaw. Even this fresh love fails to wean Harvey away from his pal, who by now is near arrest for murder.

The solution is Reed's death in the great motorcycle competition. This leaves young Harvey free to give his loyalty to Miss Shaw who, as sympathetic police comment, deserves it. The title refers to Reed's motorcycle act, riding horizontally inside a wooden wall.

Running time, 90 minutes. General audience classification. April release.

Jap Film Exports Hit Peak in '51

WASHINGTON, April 17.—Japanese film exports hit a record high last year, according to Commerce Department film chief Nathan D. Golden.

Golden, citing reports of the Motion Picture Association of Japan, said 542 feature prints, five features on 16mm., 75 trailers, 218 newsreels and 23 short subjects were sent abroad by Japanese producers. The exports included the Venice Film Festival prize-winning "Rashomon," the first Japanese film to receive such an award.

Chief expanding markets were Okinawa, Formosa and Brazil. Japanese exporters are also trying to overcome language and other obstacles to larger markets in Canada, Europe and Southeast Asia, according to the report.

TV Award to MOT

COLUMBUS, O., April 17.—The Institute for Education by Radio, sponsored by Ohio State University, which awards prizes in an annual review of educational radio and TV programs, this year awarded March of Time a first award for public affairs programs. The program, "The March of Time Through the Years," is telecast by American Broadcasting.

Esserman on His Own

INDIANAPOLIS, April 17.—Moe Esserman, formerly Lippert Pictures branch manager here, has opened Screen Classics, Inc., an independent exchange. He is associated with Ed Salzburg of Cincinnati.

N.C. Bow for 'Carbine'

The world premiere of "Carbine Williams" will be held Thursday at the Colony Theatre, Fayetteville, N. C., the home town of Marshall Williams, on whose life the story was based.

$25,000 Dipson Robbery

BUFFALO, April 17.—Police are investigating a burglary netting about $25,000 in cash, jewelry, stocks and bonds at the home of Nikitas Dipson in Batavia. He is head of the Dipson circuit.

Canadian Expansion Of FP-C Continues

OTTAWA, April 17.—To date in 1952, new theatres have been opened by Famous Players Canadian Corp., in Montreal, Islington and Port Albert, with the Paramount Theatre scheduled to open in Edmonton in July.

No other theatres are being constructed at present by the company, but modernization of older properties will continue as conditions warrant.

In 1951 the circuit opened new theatres in Moncton, Lindsay, Quebec City and Prince Rupert, and an operating interest was acquired in two more theatres in St. John's, as well as the title to the Capitol property in St. John's. Six older theatres were remodeled and four more drive-ins were acquired. The company now has an interest in 23 drive-ins.

Projectionists Elect

SAN FRANCISCO, April 17. — The following officers have been elected by Local No. 162 of the Motion Picture Projectionists Union here: Thomas J. Kearney, president; Otto G. Rousch, Ernest Langley, Paul Artigues, Merv Wagner, and Al V. Cohn, all vice-presidents; John A. Forde, business manager; Frank Costello, secretary-treasurer, and Anthony Salemi, sergeant-at-arms.

4 Join Illinois Allied

CHICAGO, April 17. — Four additions to the membership roster of Allied Theatres of Illinois and the Allied buying and booking department are reported by Jack Kirsch, president. They are the Homewood, at Homewood, managed by Ray Harrington, and Sam C. Meyers' group which includes the Glencoe at Glencoe; Stadium, Evanston, and the Teatro Del Lago at Wilmette.

44th Chakeres House

SPRINGFIELD, O., April 17.—Chakeres Theatres has increased its holdings to 44 units by the purchase of the nearby Melody Cruise-in from Raymond K. Stout of Dayton, at a reported price of $200,000. Opened in 1948 with a 500-car capacity, an expansion program will be undertaken to increase facilities to accommodate 750 cars.

Congressmen

(*Continued from page* 1)

Charles E. Potter of Michigan. The fourth Republican member of the Committee, Rep. Donald L. Jackson of California, issued a statement last week endorsing the Hughes action in firing Jarrico for his refusal to answer questions put to him by the Un-American Activities Committee during his appearance on the witness stand.

In their statement today, the three Republicans said that Hughes' action was "an important step toward the eradication of Communists and Communist influence in the entertainment world." They stated that "the continued silence of an individual who has six times been identified as a one-time Communist is not reassuring to the American people who are footing not only the cost of a war in Korea but the production of moving pictures as well."

Urges Guilds and Unions to Purge Membership Lists

HOLLYWOOD, April 17.—Representative Donald L. Jackson, Un-American Activities Committee member, speaking on Communism and the film industry at a Kiwanis Club meeting, said, "As long as the guilds and unions keep on their membership lists men and women identified with Communism, Hollywood will be regarded in an unfavorable way. They must clean house."

Declaring that "artists and entertainers are successful only as they retain public confidence" and "they do not fear blacklisting within the industry, but do fear blacklisting at the box-office," Jackson said "any action generally regarded by the American people as reprehensible, damages the box-office. If picket lines undermine public confidence, then I contend the action of an individual causing those picket lines falls within the morals clause in employment contracts."

RKO Jarrico Suit Trial Date Is Set for July 16

LOS ANGELES, April 17.—State Superior Court Judge Stanley Barnes has set July 16 as the trial date for RKO's suit for declaratory relief from Paul Jarrico's demand for screen credit on "The Las Vegas Story." Jarrico's counter-suit against RKO asking for $350,000 damages will be tried simultaneously.

Trade Press

(*Continued from page* 1)

James M. Jerauld, *Boxoffice;* Sherwin Kane, MOTION PICTURE DAILY, chairman; Mel Konecoff, *The Exhibitor;* Al Picoult, *Harrison's Reports,* and Morton Sunshine, *Independent Film Journal.* Additional members will be announced later.

Industry participation in the campaign is requested by Goldenson. The drive is to open on May 1 and continue throughout the month. The goal this year is $5,000,000.

Coast Dinner for Juliana

HOLLYWOOD, April 17.—Hollywood Coordinating Committee today designated George Murphy to be master of ceremonies during the entertainment portion of the Los Angeles official dinner for Queen Julianna Saturday night at the Cocoanut Grove, Ambassador Hotel. Mayor Fletcher Bowron will preside.

Kalmenson

(*Continued from page* 1)

sufficient to get the public out of their homes and into the theatre, but rather must be presented with intensive merchandising, Kalmenson declared.

"From what I have seen of the product at our studio," he said, "I am convinced that this is a year in which variety is the keynote of our showmanship effort. I have never been as sure of our future as I am at this moment. Recently, I made a trip to our studio at Burbank, where Jack Warner discussed the kind of long-range planning and merchandising which is so important to our business today. I saw evidence of how we have geared our operation to early merchandising. Mort Blumenstock, our advertising-publicity vice-president, has made his headquarters at the studio, so intensive attention can be given to every new picture that goes into production from its very beginning."

All of the company's thinking, Kalmenson reported, "is geared to the positive conviction that dynamic merchandising of pictures must be a continuous process, without letup, pointed directly at the box-office. This will be accomplished if exhibitors will gear their own operation to cooperate with our merchandising efforts. Theatremen must see to it that their efforts are as constant as ours. They must cooperate to the maximum in the exploitation of our product. Each picture demands specialized, individual selling. We know this combined showmanship effort must appeal as strongly to the exhibitor as it does to us."

Kalmenson reported on the following completed, shooting or rehearsing features: "About Face," "The Winning Team," "Where's Charley," "April in Paris," "The Story of Will Rogers," "The Crimson Pirate," "She's Working Her Way Through College," "Three for Bedroom C," "Springfield Rifle," "The Iron Mistress," "Man With A Gun," "The Miracle of Our Lady of Fatima" and "The Desert Song."

UPT Earnings

(*Continued from page* 1)

first quarter of 1952, compared to $175,000 for the same quarter of 1951, Goldenson stated.

The UPT president further reported that consolidated earnings, including capital gains, represent 62 cents per share on 3,300,846 shares outstanding on March 29, 1952, compared with 86 cents per share on 3,261,257 shares for the first quarter of 1951. Including a share of undistributed earnings, the earnings per share amounted to 66 cents for the first quarter of 1952, compared with 91 cents for the first quarter of 1951.

The annual meeting of stockholders was set for May 20, Goldenson stated.

Here for 'Winning Team'

Mrs. Grover Cleveland Alexander, wife of the great baseball pitcher, has arrived in New York from Washington on the second stop of a nationwide tour in connection with "The Winning Team," new film about her husband. A series of newspaper, radio and magazine interviews have been set up for the full week of Mrs. Alexander's stay in New York, prior to continuing her tour.

Construction Outlook

(*Continued from page* 1)

any other entertainment project on the so-called Table One list can be started without specific government authority. The only exception is if the project uses very small amounts of steel, copper and aluminum, or if the materials needed for the building were on hand before October 1. Official NPA allotments for theatre and other entertainment projects are given only in rare cases—when the theatre is needed in a defense area, or when a theatre has been destroyed or damaged.

A special order issued by the NPA would permit flood-area exhibitors and owners of other type buildings which are damaged or destroyed to use official government priorities for up to 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum to repair or replace the damaged buildings.

This the first time that theatres have been included with other types of commercial structures in the list eligible to use such priorities following a disaster. Theatres were specifically exempted from a similar order issued last year after the Midwestern floods and tornadoes.

Exhibitors would also be able to get priority assistance for certain types of equipment and production machinery.

When theatre construction is put on the same basis as all other commercial building, as indicated today, builders would be able to self-certify —that is, write their own government priority—for limited amounts of building materials, and would also find it easier to get official government allotments of materials for larger projects.

At present, the self-certifying method for commercial construction other than entertainment covers up to five tons of carbon steel and up to 200 pounds of copper or 100 pounds of aluminum per project per quarter. It is always possible that these self-certifying limits might again be boosted.

NPA officials admit that the materials supply situation is easing all along the line, and that they cannot much longer justify the tight curbs on theatre building. Structural steel allotments for third quarter commercial building were more than double those in the second quarter, for example, and steel for highway and road building is now being increased.

Some officials believe that no decision will be made on entertainment construction until after the steel wage dispute is settled. Others believe NPA must go ahead and relax the curbs even if the dispute is dragged out, citing the improvement in the copper-aluminum picture, as well as in steel. Moreover, Congressmen are showing a marked restlessness with continued controls.

FCC Testimony

(*Continued from page* 1)

vious and innocuous," FCC attorney Arthur Gladstone told hearing examiner Leo Resnick, "is a significant matter which should be drawn to the attention of the examiner and the Commission in this record."

Gladstone's blast came on the second day of Raibourn's return to the stand in the Commission's catch-all hearing. Gladstone had repeatedly asked Raibourn if he "admitted" that he had received a certain letter from Arthur Levey, SCA president. Raibourn persisted in his reply that he "assumed" he had received it.

Paramount attorney Paul Porter explained that the FCC staff had spent "months" going through Raibourn's files, from which the letter had been taken. He had directed Raibourn, Porter said, not to "speculate" in his replies on the stand and not to attempt to "specify" on matters when he did not have a "specific recollection." Since Raibourn did not recollect the letter, he continued, but since it was taken from his files, it would have to be "assumed" that he had received the letter.

Gladstone declared that he had held off making his complaint during the testimony yesterday and today, but that Raibourn's answers all along had been characterized by "reluctance."

Keegan Succeeds Brazee

INDIANAPOLIS, April 17.—Jack Keegan, formerly with Paramount in Cincinnati and Detroit, has been named successor to M. D. Brazee as general manager of Greater Indianapolis, which operates four downtown theatres here. Brazee resigned recently to devote full time to the operation of his own Greenwood Drive-in.

B'way Grosses

(*Continued from page* 1)

he would need to know a few subsequent nights' business to tell whether the sports home telecasts hurt business any.

The Roxy and the Warner reported business better Wednesday night than on Tuesday evening. The Roxy, featuring "With A Song in My Heart" and an Easter stage show, registered a solid $145,000 for the week, which ended last night. "Jack and the Beanstalk" is at the Warner.

However, business at the Globe, featuring "Hong Kong," and at the Mayfair, with "Anything Can Happen" was said to be off somewhat Wednesday evening.

In Chicago, where the Robinson-Graziano bout was blacked out and fed to TV viewers elsewhere, the gate was a near record indoor crowd of 22,264 fans. In New York, only 17,472 persons were on hand at the Polo Grounds for the opening game while thousands of other New Yorkers remained at home to see the event on their TV sets. The home telecasting of the Giant game was believed partially attributable to the low attendance.

$60,000 for Betty Hutton

Betty Hutton's first week at the two-a-day RKO Palace here is stated to rack up a record-breaking $60,000. Since her opening last Saturday, the star has played to capacity audiences, plus standees.

Cleveland Film Festival

CLEVELAND, April 17. — The fifth annual film festival sponsored by the Cleveland Film Council will be held at the Carter Hotel here on Thursday, June 12.

NPA Approves

(*Continued from page* 1)

to Benjamin T. Pitts or corporations allied with him. All four were for new drive-ins in Virginia and West Virginia.

One of the two to get a government allotment was also the largest project on the list—a $165,000 theatre for Monterey Theatres, Pacific Grove, Cal. The other was a $70,000 theatre for H. Solomon, Columbia, Miss.

The nine projects which were approved as needing no government help were an $18,000 drive-in for Raymond Thomason, Jr., Abilene, Tex.; a $7,000 drive-in for Sky Way Drive-in Theatre, Columbia, S. C.; a $36,000 drive-in for Independent Theatres, Chattanooga; a $105,000 drive-in for Douglas Cates, Evansville, Ind.; a $12,800 drive-in for Benjamin T. Pitts, Orange, Va.; a $13,900 drive-in for P. and R. Theatre Corp., Lawrenceville, Va.; a $13,900 drive-in for Pitts Amusement Co., Suffolk, Va.; a $12,800 drive-in for Benjamin T. Pitts, Charlestown, W. Va.; and a $15,000 drive-in for Leon Lietzel and Floyd Scheib, Halifax Township, Pa.

The six exempt projects were as follows: a $4,300 theatre for I. W. Holadia, Aurora, N. C.; a $5,690 drive-in for Esta G. Wilson, Jr., Idamay, W. Va.; a $5,950 drive-in for Ernest L. Wilson, Ellenboro, W. Va.; a $4,550 drive-in for George S. Baker, Kansas City, Mo.; and two drive-ins for Clayton M. Garrett, one for $29,060 in El Paso and one for $20,875 in Fabens, Tex.

Also approved was a $5,250,000 TV studio for Columbia Broadcasting System in Los Angeles.

'Park Row' Preview

Newspaper publishers gathered in New York next week for the annual convention of the American Newspaper Publishers Association will attend a special preview of Samuel Fuller's "Park Row," described as the first motion picture depicting the rise of the modern newspaper. The preview will be held in the Waldorf-Astoria Hotel on Tuesday, it was announced by Francis M. Winikus, United Artists national director of publicity-advertising.

Show Smith Short

A press reception was given here yesterday by the Pressure Cooking Institute at the RCA Johnny Victor Theatre where the Institute's new Pete Smith comedy, "Mealtime Magic," was shown. The short, in color by Technicolor, runs nine minutes, and will be released by M-G-M. Lynn Farnol of the Farnol office was host.

McAusland in New Post

NEW ORLEANS, April 17. — Ross McAusland has arrived here from Detroit to take over the city manager's post of RKO's Orpheum and Liberty. Max Schoenberg remains as house manager of the Orpheum. McAusland formerly managed RKO's Uptown theatre in Detroit.

Award to Disney Short

CHICAGO, April 17.—The National Committee on Films for Safety's "David S. Beyer Memorial Award," presented annually by the Liberty Mutual Insurance Co. for the best theatrical motion picture on traffic safety, goes to Walt Disney's "Motor Mania" this year.

It's Hard to Put Your Finger On It...

Will Rogers had it...Marie Dressler and Wallace Beery had it... and now Marjorie Main and Percy Kilbride as Ma and Pa Kettle seem to have it, too.

What is it? Well, it's hard to put your finger on it—Collier's took five pages trying to describe it—but millions of movie patrons feel it the minute Ma and Pa Kettle appear on the screen. And with each new picture, added millions of "Kettle converts" trek to the nation's theatres to bask in that "indefinable something"—so real, so warm, so human, it has become a part of the very heart and humor of America itself.



See for yourself! When you play "Ma and Pa Kettle at the Fair" get out in front of your theatre and see how those patrons who once thought the Kettles "corny" have come to appreciate and love that wonderful "Kettle kind of humor."

That's why

"MA and PA KETTLE AT THE FAIR" is topping all previous Kettle pictures in almost every situation it has played!

Universal-International presents "MA AND PA KETTLE AT THE FAIR" starring MARJORIE MAIN, PERCY KILBRIDE, with Lori Nelson, James Best • Screenplay by Richard Morris and John Grant
Directed by Charles Barton • Produced by Leonard Goldstein.

Universal International
1912 40 Anniversary Year 1952

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Mar. 9	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD—104 min. (Rev. 3/10/52) SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52) JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D—65 min. (Rev. 3/3/52) OKINAWA Pat O'Brien Cameron Mitchell D—67 min. (Rev. 2/27/52) NIGHT STAGE TO GALVESTON Gene Autry O—61 min. (Rev. 3/13/52)		LOVE IS BETTER THAN EVER Elizabeth Taylor C—81 min. (Rev. 2/5/52)	RODEO (Color) Jane Nigh O—70 min. (5104) (Rev. 3/4/52)	(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (5105) (Rev. 1/28/52)		(March Releases) RANCHO NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (221) (Rev. 2/11/52) THE PACE THAT THRILLS Bill Williams D—63 min. (213) (Rev. 3/18/52) WHISPERING SMITH VS. SCOTLAND YARD Richard Carlson D—77 min. (222) (Rev. 3/18/52) ROAD AGENT Tim Holt O—60 min. (223) (Rev. 2/18/52) RASHO-MON (Japanese) A—90 min. (268) (Rev. 1/3/52)	(March Releases) FIVE FINGERS James Mason Danielle Darrieux D—108 min. (Rev. 2/13/52) RETURN OF THE TEXAN Dale Robertson Joanne Dru O—88 min. (Rev. 2/13/52) VIVA ZAPATA! Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	(King Bros.) MUTINY (Color) Mark Stevens D—76 min. (Rev. 2/26/52) (Natl. Film Board of Canada) ROYAL JOURNEY (Color) Documentary 52 min. (Rev. 1/18/52)	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215) (Rev. 3/6/52) FLESH AND FURY Tony Curtis Jan Sterling D—82½ min. (214) (Rev. 3/11/52)	BUGLES IN THE AFTERNOON (Color) Ray Milland Helena Carter OD—85 min. (116) (Rev. 1/31/52)
Mar. 16										THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	
Mar. 23			THE WILD NORTH (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	HOLD THAT LINE Leo Gorcey CD—64 min. (5211)		LEADVILLE GUNSLINGER Alan "Rocky" Lane O—54 min. (5171) (Rev. 3/26/52) OKLAHOMA ANNIE (Color) Judy Canova John Russell OC—90 min. (5122) (Rev. 4/7/52)		(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/26/51)		A STREETCAR NAMED DESIRE Vivien Leigh Marlon Brando D—122 min. (104) (Rev. 6/14/51)
Mar. 30		WINGS OF DANGER Zachary Scott D—72 min (5106)		THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)					(Al O'Camp) STRANGE WORLD Alexander Carlos Angelica Hauff D—85 min. (Rev. 4/1/52)		THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (117) (Rev. 2/6/52)
Apr. 6	(April Releases) THE MARRYING KIND Judy Holliday Aldo Ray CD—93 min. (Rev. 3/12/52) THIEF OF DAMASCUS (Color) Paul Henreid John Sutton D—78 min. (Rev. 3/26/52) LARAMIE MOUNTAINS Charles Starrett Smiley Burnette O—53 min. (Rev. 4/7/52)		SINGIN' IN THE RAIN (Color) Gene Kelly Donald O'Connor M—103 min. (Rev. 3/12/52)	JET JOB Stanley Clements D—63 min. (5215) (Rev. 3/26/52)		THE FABULOUS SENORITA Estelita Robert Clarke MC—80 min. (5125) (Rev. 4/1/52)	(April Releases) TARZAN'S SAVAGE FURY Lex Barker D—80 min. (004) (Rev. 3/18/52) THE FAITHFUL CITY Jamie Smith D—86 min. (Rev. 4/2/52) MACAO Jane Russell Robert Mitchum D—81 min. (224) (Rev. 3/21/52) TARGET Tim Holt O—60 min. (227) (Rev. 4/2/52) THE HALF BREED (Color) Robert Young Janis Carter D—81 min.	(April Releases) WITH A SONG IN MY HEART (Color) Susan Hayward Rory Calhoun DM—117 min. (Rev. 2/20/52) THE PRIDE OF ST. LOUIS Dan Dailey Joanne Dru D—93 min. (Rev. 2/26/52) (Alperson) ROSE OF CIMARRON (Color) Jack Buetel Mala Powers O—72 min. (Rev. 3/6/52)	(Mark Robson-Robert Wise) CAPTIVE CITY John Forsythe Joan Camden D—91 min. (Rev. 3/26/52)	(April Releases) MA AND PA KETTLE AT THE FAIR Marjorie Main Percy Kilbride C—78 min. (216) (Rev. 3/18/52) THE BATTLE AT APACHE PASS (Color) Jeff Chandler John Lund OD—85 min. (217) (Rev. 4/2/52) (J. Arthur Rank) THE MAN IN THE WHITE SUIT Alec Guinness Joan Greenwood C—86 min. (282) (Rev. 4/2/52)	JACK AND THE BEANSTALK (Color) Abbott and Costello C—78 min. (118) (Rev. 4/3/52)
Apr. 13			TALK ABOUT A STRANGER George Murphy D—65 min. (Rev. 2/27/52)	THE GUNMAN Whip Wilson O—52 min. (5252) (Rev. 3/26/52)	(April Releases) MY SON, JOHN Helen Hayes Van Heflin D—122 min. (5116) (Rev. 3/20/52) AARON SLICK FROM PUNKIN CRICK (Color) Alan Young Dinah Shore CM—95 min. (5119) (Rev. 2/26/52)	BORDER SADDLE MATES Rex Allen O—67 min. (5143) WILD HORSE AMBUSH Michael "Red" Chapin Eilene "Judy" Janssen O—54 min. (5069) HOOOLUM EMPIRE Brian Donlevy Claire Trevor D—98 min. (5105) (Rev. 2/20/52)				THE LION AND THE HORSE (Color) Steve Cochran OD—83 min. (119) (Rev. 3/21/52)
Apr. 20		VALLEY OF THE EAGLES Jack Warner D—83 min. (5114) (Rev. 3/18/52)	WHEN IN ROME Van Johnson Paul Douglas CD—78-min. (Rev. 2/28/52)								
Apr. 27		OUTLAW WOMEN (Color) Marie Windsor D—75 min. (5105)	YOUNG MAN WITH IDEAS Glenn Ford Ruth Roman CD—84 min. (Rev. 2/27/52)	WILD STALLION (Color) Ben Johnson D—70 min. (5205)							
May 4	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52) SOUND OFF (Color) Mickey Rooney MC—83 min. (Rev. 4/4/52) A YANK IN INDO-CHINA John Archer Douglas Dick D—67 min. (Rev. 4/3/52) APACHE COUNTRY Gene Autry O—62 min.		GLORY ALLEY Ralph Meeker Leslie Caron D—82 min.	KANSAS TERRITORY Wild Bill Elliott O—73 min. (5225)	(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52) RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)		(May Release) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52)	(May Releases) DEADLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52) BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. (Rev. 4/3/52) OUTCASTS OF POKER FLAT Dale Robertson Anne Baxter D	(Allart) WITHOUT WARNING Adam Williams D—75 min. (Rev. 4/1/52)	(May Releases) RED BALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218)	MARA MARU Errol Flynn Ruth Roman D—98 min. (120) (Rev. 4/3/52)
May 11		STOLEN FACE Paul Henreid Lizabeth Scott D (5109)	THE GIRL IN WHITE June Allyson Gary Merrill D—93 min. (Rev. 3/13/52)	DESERT PURSUIT Wayne Morris Virginia Grey O—71 min. (5209)					(Donald Hyde-Anthony Veiller) RED PLANET MARS Peter Graves D—87 min.	BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) (Rev. 4/11/52)	
May 18		LOAN SHARK George Raft Dorothy Hart D—80 min. (5111)				BLACK HILLS AMBUSH Alan "Rocky" Lane O				NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C (220)	THE SAN FRANCISCO STORY Joel McCrea Yvonne DeCarlo OD—80 min. (121) (Rev. 4/8/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Review Date.)

IT often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of National Screen Service Corporation—

As Herman Robbins sees it . . .

It is really remarkable how this valuable book of reference has developed during the years, until it is now, so far as the motion picture industry is concerned, as informative as an encyclopedia, as useful as an atlas, as indispensable as the dictionary. It serves us frequently in a variety of ways -- so much so that we are all too prone to take its availability for granted.



A QUIGLEY PUBLICATION

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
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A man from nowhere . . .
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exotic, exciting MACAO, port
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JANE SINGS:
"One for My Baby"
"Ocean Breeze"
"You Kill Me"

RKO RADIO PICTURES

with

THOMAS GOMEZ • GLORIA GRAHAME

Directed by
JOSEF von STERNBERG • BERNARD C. SCHOENFELD & STANLEY RUBIN

Screenplay by

FULL-PAGE NATIONAL ADS to 28,696,603 CIRCULATION
. . . In Life, Look, S. E. P., Collier's, Time, Newsweek, and This Week Supplement in 31 Sunday newspapers in 31 cities.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 77 NEW YORK, U.S.A., MONDAY, APRIL 21, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE separate Paramount—Pictures and United Theatres—financial reports for 1951 add up to a profit in excess of $16,000,000.

The consolidated, pre-divorcement company in some banner years had a net well above that figure. But bear in mind that last year was not supposed to have been an exceptionally good one for the motion picture industry. In fact, the pundits, particularly the pro-TV brand, were drafting obituaries for the demise of the industry throughout most of the year.

You can believe the figures, or you can believe the pundits.

Paramount Pictures attributed some of the decline in 1951 profit from the previous year, in addition to higher taxes, to the failure of its television affiliate, DuMont, to pay a stock dividend. Both the picture company and United Paramount Theatres maintained their dividend payments in 1951.

It is interesting to note, too, that UPT in disposing of theatres it was required to sell last year under terms of the Paramount consent decree, realized three and one-half times their book value, in the face of the pessimistic publicity about the industry's future.

You can believe the figures or you can believe the pundits.

• •

THE calmer analysts in the television industry are not viewing the recent Federal Communications Commission order unfreezing the ban on new television stations with wholly rose-colored glasses.

Some of them think that the advent of a couple thousand new TV stations in the next five years or so may wreak more economic havoc in the television industry than in the theatre industry.

The FCC reported recently that virtually all of the 108 TV stations now in operation and servicing an estimated two-thirds of the nation's major markets, earned a profit last year. Some analysts now are asking how many new stations can be added to the present TV territory, and introduced to the other one-third, before the red ink begins to run in freshets?

Some believe it will be long before the maximum number of new stations are in operation. And that is wholly apart from the problem of rising program and sponsors' costs the TV industry faces.

MPA Advisory Unit On Foreign Films Enlarges Services

The Motion Picture Association of America's Advisory Unit for Foreign Films broadened its area of service to foreign film producers during the second year of its operation, according to a report by B. Bernard Kreisler, executive director of the project.



B. Bernard Kreisler

The report discloses that Advisory Unit assistance over the 12-month period was extended to film producers or their representatives from 22 countries.

Requests for information on the

(Continued on page 3)

Johnston to Cannes On New French Pact

Eric A. Johnston, Motion Picture Association of America president; John G. McCarthy, MPAA international department chief; U. S. Ambassador Dunne, and French government officials will meet in Cannes, France, during May 5-7 for preliminary discussions relating to negotiation of a new Franco-American film pact.

Johnston disclosed here Friday that

(Continued on page 3)

SMPTE Convention Opens in Chicago

Chicago, April 20.—The large convention hall in the Drake Hotel was made ready today to receive the expected 1,000 members and guests of the Society of Motion Picture and Television Engineers who started arriving here at the weekend for the Society's 71st semi-annual convention, starting tomorrow.

Peter Mole, organization president, will open the five-day session at the customary convention luncheon tomorrow. Some 60 papers will be read and discussed, but one of the principal periods for the film industry will be tomorrow afternoon's concentration on television, in theatres and out of them, in color and black-and-white, running on into the evening.

UPT Divests 13 Theatres

United Paramount Theatres terminated joint interests with co-owners in 17 theatres during the first quarter of 1952, ending March 28, Leonard H. Goldenson, UPT president, disclosed here at the weekend in a letter to stockholders.

The letter, sent in conjunction with the first quarter dividend, reported that UPT acquired a 100 per cent interest in four of the 17 theatres, disposing of its interests in the 13 theatres. In addition, Goldenson said that

(Continued on page 3)

Goldwyn, RKO Enter a New 5-Year Deal

'Andersen' Will Be First Release Under the Pact

A five-year deal under which producer Samuel Goldwyn will continue his distribution agreement with RKO Pictures was disclosed at the weekend by Ned E. Depinet, president of RKO Radio Pictures, who is now on the Coast.



Ned Depinet

The first picture to be distributed under the new agreement will be Goldwyn's "Hans Christian Andersen."

Commenting on the deal extending the current agreement which expires on June 30, Depinet stated it "will carry our

(Continued on page 3)

Brookside Asks Denial of Appeal

WASHINGTON, April 20.—Attorneys for the Brookside Theatre Corp. have assailed the major distributors for "serious misstatements of the record" in their appeal to the Supreme Court from an Appeals Court decision awarding the theatre company $1,125,000 in damages for anti-trust violations.

Brookside has filed a brief with the Supreme Court urging that the distributors' appeal be denied. The high court may announce its decision tomorrow but more likely will wait until next Monday.

Johnston Cites Achievement In Education Thru Films

The educators who direct the work of Teaching Film Custodians on Friday were credited by Eric A. Johnston, Motion Picture Association of America president, with vision and leadership "in fostering and perfecting the use of the motion picture as an educational medium." He said "this partnership of private business and the public agencies of education" as represented by TFC "has done a tremendous job."

The industry, the presidents of eight distribution companies and Johnston were themselves cited by TFC, a non-profit affiliate of the MPAA under the chairmanship of Dr. Mark A. May of Yale, for the part Hollywood films are playing as teaching aids in the nation's classrooms.

The honors were bestowed at a

(Continued on page 3)

Plan Institutional Ads on Solo Basis

The abandoned plans for a joint distribution institutional newspaper advertising campaign may be replaced by an arrangement whereby the companies would proceed with such advertisements independently and on a voluntary basis, it was indicated at the weekend.

The substitute plan is scheduled to

(Continued on page 3)

'Movietime' Tour Set for Buffalo

BUFFALO, April 20.—The "Movietime U.S.A." Hollywood personality unit to visit this city and Western New York will be made up of Vera-Ellen, Sally Forrest, Sterling Hayden, Richard Carlson, William Demarest and Manny Seff. The unit will arrive in Buffalo on April 27. The stars will visit Niagara Falls, Batavia and nearby towns on April 28.

Censorship Needed Today, Board of Regents Tells Court

WASHINGTON, April 20.—Motion picture production and exhibition is "business, big business," and the need for state censorship and regulation "is, if anything, greater today than at the time of the decision in the Mutual Film case," the Supreme Court was told Friday.

The statement came from attorneys for the New York State Board of Regents, in a brief filed with the Supreme Court defending the right of the Regents to ban "The Miracle" as sacrilegious. The appeal against the Regents' ruling, made by Joseph Burstyn, distributor of the film, is scheduled to be argued before the court on Wednesday or Thursday.

Producers are always searching for something new and different for their pictures, the brief argued. It said that while in most cases the producer refrains from obscene or sacrilegious stories, the power to film them exists. That is why the industry set up its Production Code, the brief stated, and that is why state censorship is needed, it was argued.

Mull Re-editing of Banned 'Latuko'

Officials of the Museum of Natural History, sponsors of the African documentary film, "Latuko," barred from theatrical exhibition in New York by the Board of Regents, are currently debating whether to re-edit the film, deleting portions found objectionable by the censorship board.

This was disclosed at the weekend following a meeting between Museum officials and Edgar Monsanto Queeny, board chairman of the Monsanto Chemical Co. of St. Louis and producer of "Latuko." If the re-editing job is done, it will be under the supervision of Queeny, it was disclosed.

A spokesman for the Museum indicated that no appeal from the Regents' decision would be taken to the courts. He did say, however, that the Museum was carefully watching for a decision on the "Miracle" case, now before the U. S. Supreme Court, and due this week.

The re-editing job was termed "expensive" by the Museum spokesman, who explained that necessary changes would require a lot of substitute footage, in addition to re-editing the sound track. Scenes depicting nude natives were found objectionable by the board.

Set Religious TV Film

HOLLYWOOD, April 20.—Jerry Fairbanks Productions will start filming this month "The Greatest Mother," a special 30-minute television show picturing highlights in the life of the Blessed Mother. This fifth Biblical holiday program to be made by the Family Theatre will be produced by Father Patrick Peyton, CSC, and will be offered to all stations without charge for sustaining showings on Mother's Day, May 11. It will feature Hollywood stars.

Personal Mention

NORTON V. RITCHEY, Monogram-International president, flew to the Coast from here over the weekend.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, will arrive in Indianapolis today from Cincinnati for a two-day stay.

•

GEORGE SIDNEY, M-G-M director, and his wife have delayed their departure for the Coast from here until today.

•

LEE KOKEN, RKO Theatres vending head, left here Friday for Detroit on RKO Theatres visits.

•

GORMAN HEIMULLER has joined the booking department of Monogram's Los Angeles exchange.

Y. FRANK FREEMAN, Paramount studio head, arrived here from the Coast over the weekend.

•

BILL WALSH of Walt Disney Productions and NOLIE MILLER, Warner Brothers starlet, eloped last week to Las Vegas. The bride is the daughter of HARRY MILLER, the songwriter.

•

ALFRED H. TAMARIN, United Artists' assistant national ad-publicity director, will return here today by plane from Kingston, Jamaica, B.W.I.

•

MORT NATHANSON, Eastern ad-publicity director of Horizon Films, will return here today from Los Angeles.

•

RUBE JACKTER, Columbia's assistant general sales manager, will leave here for Memphis today.

Warner Sales Heads Back from Meeting

Warner executives arrived in New York over the weekend from New Orleans where Ben Kalmenson, sales vice-president, presided over the first of three regional sales meetings. Distribution and merchandising plans for summer and spring product highlighted the discussions.

Arriving here in addition to Kalmenson, were Mort Blumenstock, vice-president in charge of advertising-publicity, who flew to New Orleans from his headquarters at the Burbank studios; Norman H. Moray, short subjects sales manager; I. F. Dolid; Howard Levinson; Bernard R. Goodman, supervisor of exchanges; R. A. McGuire, auditor of exchanges; Gil Golden, advertising manager; Larry Golob, Eastern publicity director, and W. W. Brumberg, head of the field exploitation staff.

Next sales meeting will be held in Pittsburgh on Thursday and Friday, April 24-25, with Jules Lapidus, Eastern sales manager and his division personnel attending.

Reagan-Freeman Ask MPIC Continuance

HOLLYWOOD, April 20.—The executive committee of the Motion Picture Industry Council will present to membership Wednesday night a unanimous resolution recommending the continuation of the organization. The resolution, moved by Ronald Reagan and seconded by Y. Frank Freeman, Paramount studio head, is the outgrowth of a series of discussions held since the resignation of the Screen Directors Guild from MPIC last February, reportedly for financial reasons on the part of SDG.

The Reagan-Freeman resolution states "whereas the need for the Industry Council has never been greater than it is today, the executive committee unqualifiedly recommends to MPIC's member organizations that MPIC should be continued, and that through the Council we should strive to maintain unity in the film industry."

16 Non-theatrical Firms Organize

The formation of the Film Producer's Association, New York, was announced here at the weekend by Peter J. Mooney, its president.

Currently consisting of 16 top non-theatrical film producers in the Metropolitan New York area, the association says it will devote itself to the advancement of the industry in all of its branches. Members of the association are said to account for about 75 per cent of the non-theatrical product turned out in New York.

As part of the program, the association is in the process of establishing liaison with other craft, talent and industry groups.

Other officers are: David Pincus, vice-president; Edward Lamb, treasurer; Walter Lowendahl, secretary.

Members of the organization are: Audio Productions, Pathescope Company of America, Willard Pictures,, Video Varieties, Transfilm, Leslie Roush Productions, John Bransby, Caravel Films, Sound Masters, Films for Industry, Paul Hance Productions, Murphy-Lillis, Herbert Kerkow, Affiliated Film Producers, William J. Ganz, Film Graphics.

SCA Rejected '44 Bell-Howell Offer

WASHINGTON, April 20.—Scophony Corp. of America turned down a 1944 offer from Bell and Howell for the loan of a SCA supersonic projector for examination and commercial exploitation, the Federal Communications Commission's Paramount "catch-all" hearing was told on Friday.

This was developed during questioning of Paul Raibourn, Paramount Pictures director and head of Paramount Television Productions.

Phila. Associates Dinner

PHILADELPHIA, April 20.—Many distribution executives and others from New York are expected to attend the dinner of the local Motion Picture Associates which will be held tomorrow night at the Bellevue-Stratford Hotel.

Newsreel Parade

THE Midwest floods and blasting of the Reds in Korea are current newsreel highlights. Other items include fashions, a day at the zoo and sports. Complete contents follow:

MOVIETONE NEWS, No. 33—Raging floods engulf Midwest. Truman signs Jap peace pact. Ike on farewell tour in Europe. Jane Froman home with hero husband. Boat swept over waterfalls. Blast Korea Reds. Baseball, diving.

NEWS OF THE DAY, No. 267—Flood disasters in the Midwest. U. S. warships blast Red Korea. New tanks for Korea. Tito warns Allies. Metal P.T. boats. Zoo spring fever. Baseball season opens. Bullfighting.

PARAMOUNT NEWS, No. 70—Belgrade demonstration over Trieste. Cave-in in Woodstock, Ontario. New Jersey votes for Eisenhower in primaries. The floods.

TELENEWS DIGEST, No. 16-B—Midwest floods. Blast Korea Reds. Marshal Tito speaks. Eisenhower wins. Deep sea monster on display. Italian fashions. Baseball season opens.

UNIVERSAL NEWS, No. 553—Midwest devastated by floods. News in brief; Red tanks for scrap. Spring at the zoo. New note in music.

WARNER PATHE NEWS, No. 72—Midwest floods. Ike beats Taft in primary. Ike starts last NATO tour. Canadian cave-in. Warships cut Red supply lines in Korea. Stanley Cup finals. Basketball.

2 Industry Hearings In Chi. Court Today

CHICAGO, April 20.—Judge Barnes will hear motions in Federal District Court here tomorrow on two industry cases, one asking that the Federal anti-trust suit against several local drive-ins for alleged price fixing be quashed. The other is a motion by Attorney Thomas C. McConnell requesting dismissal of a supplemental bill in which the defendant film companies and theatre circuits have asked for additional information and construction of the Milwaukee Town Theatre decree.

Levine Will Install Pinanski in Lodge

Martin Levine, president of Cinema Lodge of B'nai B'rith, New York, will be the honor guest and installing officer when Sentry Lodge, the newly-reconstituted industry unit of B'nai B'rith in Boston, installs Samuel Pinanski, president of the American Theatres Corp., as its newly-elected president in special ceremonies in Boston on Sunday, May 4.

Levine, an executive of Brandt Theatres, was recently reelected to head New York's lodge for a second year.

Thomas Cummiskey Of Movietone Dies

Thomas Cummiskey, 56, sports editor of Movietone News, died Friday of a heart attack at Yankee Stadium in New York, collapsing into the arms of Yogi Berra, Yankee catcher, and dying shortly after in the clubhouse. A former newspaperman, at one time sports editor of the New York *Daily Mirror,* he is said to have been the first sports editor of sound newsreels.

Surviving are his widow, Cecile, two daughters and a son, Tom, Jr.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address,"Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Johnston Cites

(*Continued from page* 1)

dinner at the Hotel Biltmore here on the occasion of the 15th anniversary of TFC. Company presidents cited were: Barney Balaban, Paramount; Nate J. Blumberg, Universal; Harry Cohn, Columbia; Ned E. Depinet, RKO Pictures; Earle W. Hammons, Educational Films; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th Century-Fox, and Harry M. Warner, Warner Brothers.

Acceptance Address

Johnston in his acceptance address said "American democracy can continue only so long as it inspires the allegiance of successive generations. The motion picture industry long has recognized this fact. Almost from their infancy our companies have produced pictures designed to foster adherence to American ideals. Some of these films took their themes from our history. Others took their texts from the lives of our national heroes, our great statesmen, and the examples they set.

"Through the program of Teaching Film Custodians, many of the patriotic, historical and citizenship films have been given renewed life and usefulness. These films once more are bringing to our school children, to new generations, a fuller understanding of our national heritage—an increased measure of dedication to American ideals."

Dr. May, who made the presentations, said the directors of TFC regard themselves "as a connecting link between the motion picture industry on the one hand, and American education on the other. We are in this position because the motion picture companies put us there."

More than 600 selected short subjects and excerpts from features have been provided for use in grade schools, high schools and colleges through the TFC. The films are supplied by MPAA member companies after the subjects have completed their commercial showings. Over 100 top educators and film officials attended the dinner which was preceded by a reception. Scores of enlarged posters were put on display to illustrate the operations of TFC "from film vaults to classrooms."

Goldwyn, RKO

(*Continued from page* 1)

association through a total of 15 years—longer than Mr. Goldwyn has ever heretofore continued to distribute his pictures through any one organization.

Goldwyn, in a joint statement, commented: "My relations with RKO over that period have been not only pleasant, but have caused me to have great admiration for the outstanding ability and integrity of the RKO organization."

Goldwyn a month ago was reported to have negotiated with United Artists and other distributors for release of "Andersen."

Deny Flood Damage

OMAHA, April 20.—Reports that the Missouri River floods damaged the Ballantyne Co. plant which manufactures sound and projection equipment were denied here. Bob Hoff, sales manager, said the plan is on high ground and has been in no danger from the flood, Hoff stated.

Review

"Maytime in Mayfair"

(*Realart*)

A CAREFREE and leisurely mood is struck in "Maytime in Mayfair," a British importation which Herbert Wilcox produced and directed. It is a mildly diverting film which is best described as a romantic comedy with musical and dancing interludes. As an added premium the film incorporates into its story a fashion show. Color by Technicolor provides an additional selling asset.

Anna Neagle and Michael Wilding again have the romantic leads, with support coming from Peter Graves and Nicholas Phipps. Miss Neagle portrays the manageress and designer of an exclusive Mayfair dress salon, while Wilding plays a genial, footloose playboy. In an unexpected stroke Wilding finds that he has inherited the dress salon and thereby becomes Miss Neagle's boss. What follows is a whirlwind courtship, she playing coy and retreating while he is debonair and persistent.

Opposition to Wilding comes from Graves who runs a rival dress shop. Not only does Graves conspire to get Miss Neagle to work for him, but he also plans to win her hand in marriage. He almost succeeds too when he learns about Miss Neagle's secret forthcoming fashion designs and releases them to the newspapers. Miss Neagle, thinking the leak came from Wilding, becomes furious, quits his employ and goes to work for Graves.

When matters are cleared up, Miss Neagle is back working for Wilding while Graves proves a sorry romantic loser.

A Wilcox-Neagle production, it was written by Phipps, who plays a poker-faced bachelor.

Running time, 94 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Johnston to Cannes

(*Continued from page* 1)

he will leave New York by plane on May 4 for Cannes where he will attend the International Film Festival as well as engage in pre-negotiation talks. McCarthy is in Europe at present.

On May 8, the MPAA president will go to Paris where he will remain for a week of official negotiations looking to an agreement to replace the one which will expire on June 30. Johnston has been informed by the U. S. State Department that it will officially conduct the negotiations with the French and that Ambassador Dunne will head the American group.

The main points which the Americans will seek to win in the negotiations are a substantial increase over the 121 pictures per year now being admitted by the French, maintenance of an unrestricted remittance flow, and a slash in the stiff dubbing tax now prevailing.

A shortage of dollars has caused the French in recent months to refrain from remitting amounts which were due the Americans then under the existing pact.

Attendance Shortage Cancels MPAA Arbitration Meeting Here

The meeting of top officials of 10 distribution companies scheduled for last Friday at the Motion Picture Association of America office here to discuss distribution's preparations for the conference tomorrow in New York with exhibition representatives was called off at the last moment because attendance did not measure up to expectations. Notices for the meeting which was to have taken place Friday were sent out on April 10. Distribution will enter the parley tomorrow equipped with the strategy devised by the sales managers subcommittee headed by William F. Rodgers, it was said.

Discina Acquires Another

Discina International Films has acquired for American distribution a new French film, "Danger Is A Woman," and is readying it for a premiere in New York next month. Produced by Metzger and Woog, it was directed by E. E. Reinert.

Institutional Ads

(*Continued from page* 1)

be proposed and acted upon at a meeting in New York tomorrow of the Motion Picture Association of America's advertising-publicity committee, headed by Charles Simonelli of Universal.

If the new proposal is adopted, it was said to be doubtful that all companies would follow the plan since the reason the joint effort was eliminated was because the release schedules of certain distributors would not fit in with an institutional advertising effort this spring and summer.

Will Report to MPA

Whatever decision is reached tomorrow by the Simonelli committee will be reported to the MPAA membership meeting in New York next month. The MPAA board late last year signified willingness to see as much as $300,000 expended on a joint campaign, which would have the Council of Motion Picture Organizations' imprimatur. It is expected that any new institutional ad plan would have the sponsorship of COMPO.

UPT Divests

(*Continued from page* 1)

the corporation disposed of a number of individual theatres and properties. The net proceeds received in these transactions amounted to $1,216,000, consisting of $578,000 in cash and the remainder in notes.

Under the terms of the consent decree, UPT is permitted to hold a maximum of 651 theatres, either wholly-owned or jointly with investors. In its last report to the New York Statutory Court, made March 10, 1952, UPT reported that it still had to fulfill provisions governing 184 motion picture theatres.

AFL to Answer Jackson

HOLLYWOOD, April 20.—AFL Film Council is expected to draft a rejoinder, at a Tuesday meeting, to representative Donald L. Jackson's Wednesday Kiwanis Club address in which Jackson declared unions and guilds should "clean house" of members aligned with communism.

MPA Unit

(*Continued from page* 1)

American motion picture market, or help in lining up distributors for their product here again came predominantly from film producers in Italy and France. Growing interest in the revenue potentialities for British and non-English language films in U. S. theatres also brought the Unit visitors from countries in Latin America, Scandinavia, England, Ireland, Belgium, Germany, Austria, Israel, Yugoslavia, Turkey, India, Japan and others.

As one of its major services the Advisory Unit in 1951 arranged invitational screenings of 28 foreign pictures for independent and MPAA affiliated distributors. The Unit's trade showings led to the negotiation of American distribution rights for eight of these films. An additional 31 foreign pictures were submitted to and viewed by the Advisory Unit during the year but were deemed by an impartial screening committee to have insufficient commercial merit to warrant the invitational screenings. A number of these films, however, were referred to individual distributors for consideration.

The Advisory Unit has encouraged trial of the "Curtain at 8:40" plan as a possible means of widening the outlets for good foreign films in this country. The plan, patterned after a successful experiment in a Toronto theatre, calls for showing select foreign films on a one-night-a-week basis. The films, single-billed, are exhibited on a legitimate show timing schedule.

While the "Curtain at 8:40" experiment is still in its early stages, its test in some of the circuit houses in the East is being closely observed by foreign producers.

The Advisory Unit was created in January, 1950, as an activity of MPAA's international division at the direction of MPAA president Eric Johnston and with the approval of the Association's board of directors. Its primary function is to equip foreign producers with the information and merchandising techniques they need to market eligible films with maximum effectiveness in this country.

Chicago Tent Gave Hospital $67,709

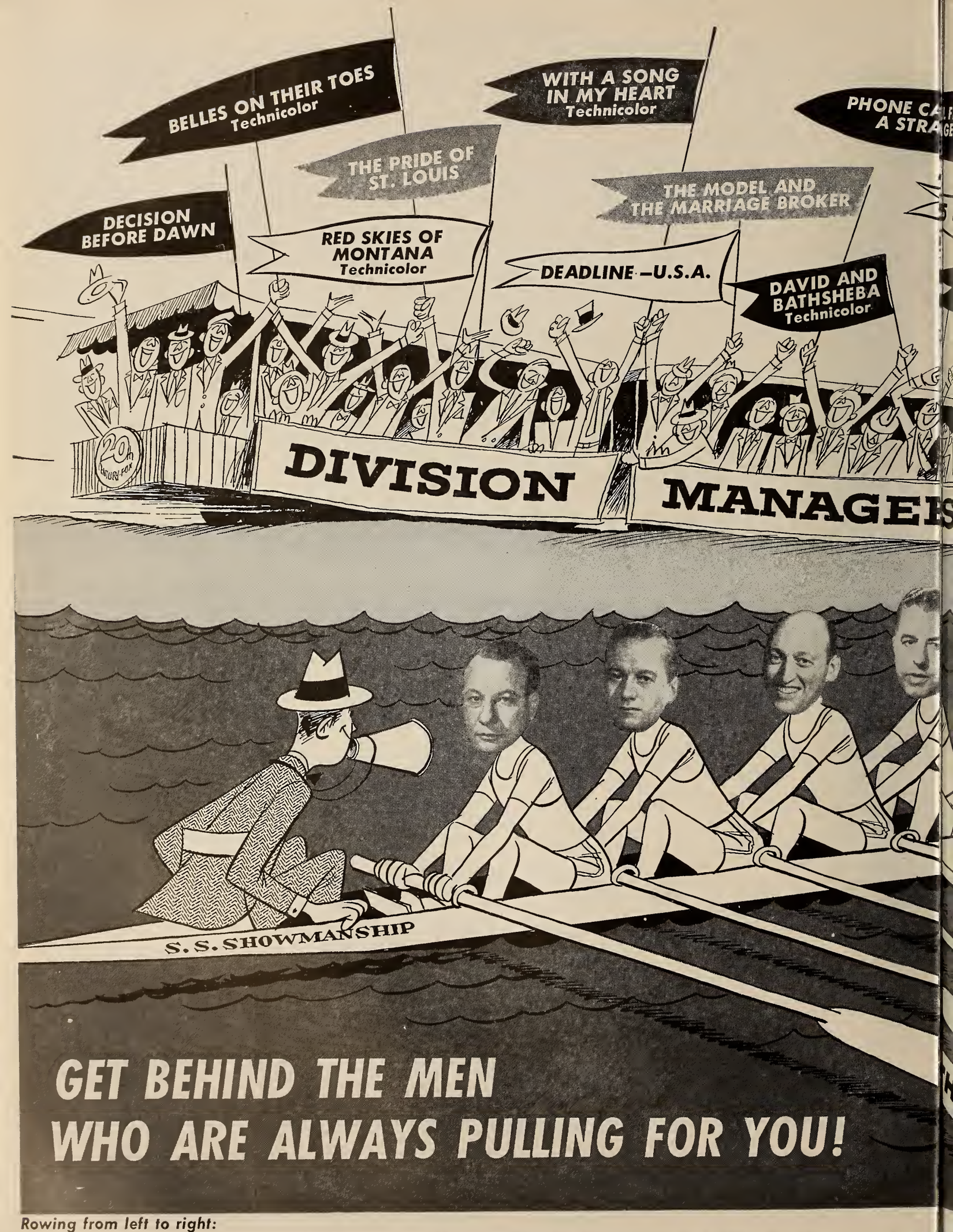
CHICAGO, April 20.—During 1951 the Variety Club of Illinois, Tent No. 26, turned over $67,709 to its chief charity project, La Rabida Jackson Park Sanitarium, an institution for the treatment of children afflicted with rheumatic fever, the Tent's heart committee reported.

Most of this was raised through collections made in about 150 theatres in the Chicago area through an appeal by June Haver on a three-minute trailer.

Substitutions in 20th Re-release Schedule

Two substitutions are being made in the 20th Century-Fox re-release schedule. "The Black Swan" and "The Rains Came" are now slated for new showings instead of "Home in Indiana" and "Crash Dive."

The revised line-up includes three features in color, "The Black Swan," "Leave Her to Heaven," and "To the Shores of Tripoli." In black-and-white are "The Rains Came," "Laura" and "This Above All."



Rowing from left to right:

C. GLENN NORRIS, *Atlantic;* T. O. McCLEASTER, *Central;* MARTIN MOSKOWITZ, *Empire State;* M. A. LEVY, *Mid West;* E. X. CALLAH



w England; **H. G. BALLANCE, PAUL S. WILSON,** *Southern;* **HERMAN WOBBER, BRYAN D. STONER,** *Western;* **PETER MYERS,** *Canadian*

SEEING IS BELIEVING!

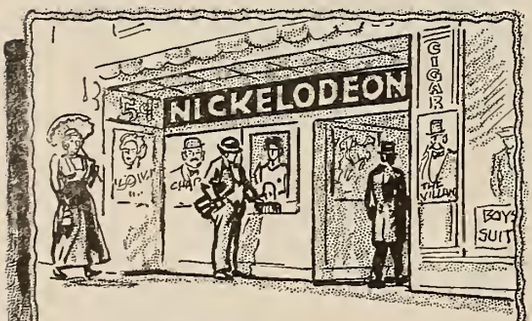
WHAT THE ANCIENTS THOUGHT...

PLATO (347 B.C.) BELIEVED THAT THE EYE **PROJECTED ITS OWN LIGHT,** WHICH MET AND BLENDED WITH THE "FORM" THAT WAS THOUGHT TO FLOW CONTINUOUSLY FROM EACH OBJECT OF SIGHT



TODAY WE KNOW...

THAT, IN SEEING, THE EYE IS STIMULATED BY INNUMERABLE POINTS OF LIGHT **REFLECTED BY THE OBJECT**...THAT THE BRAIN INTERPRETS THESE POINTS AS A TOTAL IMAGE OF THE OBJECT.

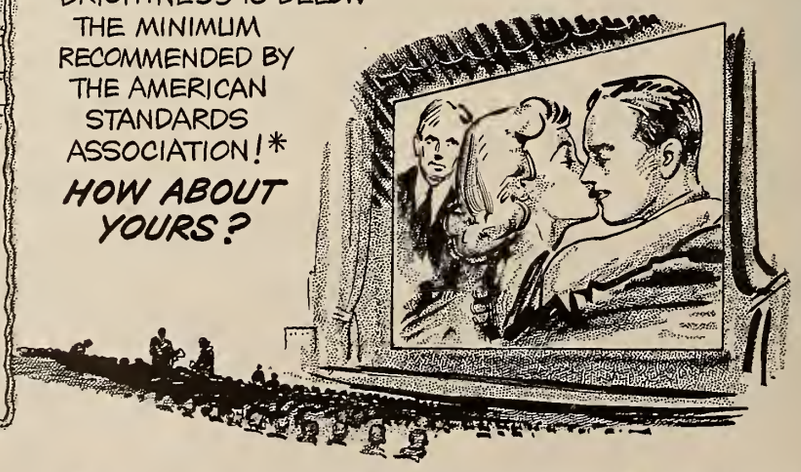


HERE'S PROGRESS!

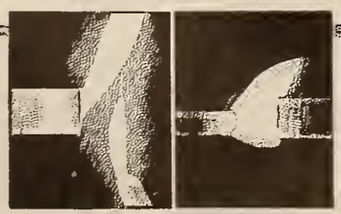
SINCE NICKELODEON DAYS, NATIONAL CARBON COMPANY HAS IMPROVED THE BRIGHTNESS OF PROJECTOR CARBON ARCS BY **1000%!**

LATEST SURVEYS INDICATE THAT IN **ONE OUT OF EVERY FOUR** U.S. THEATERS, SCREEN BRIGHTNESS IS BELOW THE MINIMUM RECOMMENDED BY THE AMERICAN STANDARDS ASSOCIATION!*

HOW ABOUT YOURS?



*Report on Screen Brightness Committee Theatre Survey, Journal SMPTE, September, 1951.



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Accurate Concise and Impartial

VOL. 71. NO. 78 NEW YORK, U.S.A., TUESDAY, APRIL 22, 1952 TEN CENTS

Bids A.T. & T. Cut Theatre TV Charges

Halpern Sees More Line Facilities for Medium

CHICAGO, April 21.—A bid to the American Telephone and Telegraph Co. to revise its line charges downward, thereby speeding the growth of theatre television and increasing its own returns in this field, was made here today by Nathan L. Halpern, president of Theatre Network Television.

Halpern in a progress report on theatre television delivered to the 71st semi-annual convention of the Society of Motion Picture and Television Engineers, said he "anticipated that A.T. & T. will free more facilities for theatre television."

Added Halpern: "In this direction, the development of more reasonable telephone charges for theatre television should be high on the agenda."

Regarding the projected Federal Communications Commission's hearings, a date for which has yet to be set, Halpern said they "will center

(Continued on page 2)

NTSC Shaping TV Color Standards

CHICAGO, April 21.—Color television data which would normally take years to compile is being gathered in a few short months by the National Television System Committee, Dr. W. R. G. Baker of Syracuse, N. Y., chairman of the Committee, said today. Dr. Baker, General Electric vice-president and general manager of the G-E electronics division, said that the committee hopes to complete color

(Continued on page 2)

Revive Industry Golf Tournaments

New York's Cinema Lodge of B'nai B'rith will revive the Eastern industry golf tournaments of the past when it holds its first annual tournament at the Vernon Hills Country Club at Tuckahoe, on Thursday, May 22, Martin Levine, president of the lodge, announced yesterday. Tournaments of the past were a casualty of World War II.

Prizes will be awarded to the best

(Continued on page 3)

McCarey Hits Some N.Y. Critics on 'Son John'

Leo McCarey, producer-director of "My Son John," a Paramount release, yesterday hit back at some New York daily newspaper film critics who, he said, had committed an "injustice" in their reviews of the current Capitol Theatre attraction.

Coming here from Hollywood in an attempt to correct what he termed were "false" accusations, McCarey vigorously denied the following allegations which, he said, were made by a number of the city's motion picture reviewers: that he was a "bigot;" that he believed in guilt by association; that he was anti-intellectual; that his views represented "dangerous thinking." He declined to specify the reviews he found objectionable, preferring to speak in general terms.

McCarey said he does not question the right of film critics to say what they want about his directorial talents, but he does challenge the right of any critic to impugn his integrity and motives.

The central theme of "My Son John," McCarey said, was to show how the teachings of Communism re-

(Continued on page 3)

Hall, Roxy, Para. Grosses Strong in Post-Easter Week

Some situations among New York first-runs forecast excellent grosses during this post-Easter week, although others report that with the advent of warm spring weather at the weekend there was a drop in business.

Among top grossers are Radio City Music Hall, the Roxy and the Paramount. At the Hall, now featuring "Singin' in the Rain" for a fourth week, a sturdy $160,000 is estimated. The Hall's next attraction will be

(Continued on page 3)

Milton Cohen in New UA Sales Position

Milton E. Cohen has been appointed Eastern-Southern sales manager of United Artists, transferring from his previous post as Western-Southern sales manager, it was announced by William J. Heineman, UA distribution vice-president.

Fourteen UA branches make up Cohen's sales territory: New York, Boston, New Haven, Philadelphia, Washington, Pittsburgh, Detroit, Cleveland, Cincinnati, Buffalo, New Orleans, Atlanta, Dallas and Charlotte.

Cohen has served as Western-Southern sales manager for the past year, having assumed the post when he joined United Artists. Formerly

(Continued on page 3)

Italian Films to Be Dubbed in U.S.

An extensive program of dubbing Italian films is planned by the Italian industry, almost all of which will be done in this country, Dr. Mauro Zambuto, vice-president of the Italian Society of Motion Picture Engineers and consultant to Italian Films Export, said here yesterday.

Zambuto declared that although Italy dubs over 600 pictures a year

(Continued on page 3)

High Court Refuses A Milgram Appeal

WASHINGTON, April 21.—The Supreme Court today refused to hear the appeal of the eight major distributors in the so-called Milgram case.

The high court's refusal to hear the appeal means that the decision of the Third Circuit Court of Appeals, holding the distributors guilty of violating the anti-trust laws for refusing to license first-run films to the Boulevard Drive-in Theatre in Bethlehem, Pa., will stand. The Boulevard is operated by David E. Milgram, Samuel Milgram, Nathan Milgram, Francis Kret and Bessie Hoberman.

The Supreme Court gave no reason for its decision not to hear the appeal, but merely noted the action in a long

(Continued on page 3)

3 Independents from Fuller This Year

Three independent features are planned by Sam Fuller Productions this year, the first of which will be "Park Row," soon to be released by United Artists, Fuller declared here yesterday. Fuller at present is displaying an exhibit of American newspapers from 1776 to the present for the interest of publishers gathered at the Waldorf Astoria here for the an-

(Continued on page 3)

Set to Meet Here All Week On Arbitration

Large Attendance Due at Opening Parley Today

The 10 distributor hosts yesterday were reported to be prepared to accede to any request by exhibition for continuation through the remainder of the business week of the industry conference on arbitration which will open this morning at the Hotel Astor here.

A large attendance of distribution presidents, exhibition leaders, company attorneys, exhibitor lawyers and observers from the various branches of the industry was forecast for the opening session which, extending from 11 A.M. to about 1:30 P.M., will be given over to an address by Eric A. Johnston, Motion Picture Association of America president, and a general discussion of the procedure to be followed in executive sessions. The first executive ses-

(Continued on page 3)

150 Newspapermen At NCA Meeting

MINNEAPOLIS, April 21.—When the annual convention of North Central Allied is called to order at the Hotel Nicollet on Thursday, May 1—to run through Friday—150 newspaper publishers, editors and representatives of the press will be among the delegates, brought here by exhibitors of their respective towns to discuss mutual problems and community interests.

For the first time in memory, attacks on trade practices are not on the NCA agenda. Although while not formally listed, however, they are expected to come up for discussion.

Md. Legion to Picket Films with 'Reds'

BALTIMORE, April 21. — Plans to picket Baltimore theatres in which films of alleged members or supporters of the Communist Party are appearing were announced by the American Legion here. The picketing campaign will be carried on by the Committee Against Un-American Activities of the Legion's Department of Maryland.

Meet on Theatre TV Hearings Today

Washington, April 21. — Spokesman for the motion picture industry will meet with top Federal Communications Commission officials tomorrow to discuss the outlook for holding the much-postponed theatre television hearings.

Vincent Welch and Edward Cooper of the Motion Picture Association of America, and Marcus Cohn of the National Exhibitors Theatre Television Committee will meet with FCC chairman Paul A. Walker and general counsel Benedict.

Color Standards

(*Continued from page* 1)

television field tests late this summer.

Addressing the Society of Motion Picture and Television Engineers at the society's opening convention luncheon at the Drake Hotel, Baker reviewed the committee's efforts to develop, for consideration by the Federal Communications Commission, color television standards which will protect the present set owner's investment and still provide high quality color television.

In another address, James Frank, Jr., deputy director of the motion picture division of the National Production Authority, said that material shortages, with the exception of copper and nickel-bearing stainless steel, has been eased and the Control Materials Plan has "really begun to work."

In a brief opening talk, Peter Moel, president of the SMPTE, commended the motion picture industry for recent progress in the adoption of technical advances.

Following the luncheon the schedule of technical sessions got under way with afternoon and evening sessions devoted entirely to various aspects of television, including its growing industrial application. The program for the remainder of the week includes discussions, reports, and demonstrations presenting the latest developments in theatre screens, foreign dubbing, high-speed photography, three-dimensional motion pictures, training and educational films, magnetic recording, color, editing, and other fields, including new equipment.

Says TV Hits British Grosses Only Slightly

CLEVELAND, April 21.—Television covers about four-fifths of the population of England, yet has affected theatre grosses not more than 10 per cent, Dr. Roger Manvell, director of the British Film Academy, reported in an address before the April meeting of the Motion Picture Council of Greater Cleveland.

Honor Dean in Chicago

Dizzy Dean will be honored by Chicago baseball writers at a luncheon preceding the opening Friday at the Chicago Theatre of his motion picture biography, "The Pride of St. Louis."

Personal Mention

MARVIN FARIS, executive secretary of the Society of Independent Motion Picture Producers, is due to arrive in New York today from Hollywood.

•

CHARLES E. KURTZMAN, Loew's Northeastern division manager, has been re-elected president of the Suffolk County, Mass., chapter of the March of Dimes.

•

MRS. MELVINA MCELDOWNY, executive production assistant to her husband, producer KENNETH MCELDOWNY, will fly to Atlanta from here today.

•

RALPH CATTELL, vice-president and general sales manager of Jerry Fairbanks Productions, has returned to Hollywood from New York.

•

MARJORIE THIRER GEISS, Lux Film public relations director, will sail from here tomorrow for Europe on the *S. S. Queen Elizabeth.*

N. J. BLUMBERG, president of Universal Pictures, is due back in New York from the Coast by the weekend.

•

JANY JOOSSEN, "Miss Cine-Revue of 1952," and JOSEPH VAN COTTOM, editor-publisher of *Cine-Revue* of Belgium, will be honored by the Motion Picture Association of America at a cocktail party in the Rainbow Grill here on Friday.

•

GEORGE E. LANDERS, Loew's Hartford division manager, and his wife became grandparents when their daughter, MRS. BEN VICAS, gave birth to a girl, DEBORAH.

•

GEORGE E. SAWYER, manager of the Victory Theatre, New London, Conn., and his wife have become parents of a boy, MARC EMERSON.

•

JOHN SCUOPPO and THERESA PRESTERA of the Columbia playdate department have announced their engagement.

$30,687,000 Paid By UPT in Rentals

WASHINGTON, April 21.—United Paramount Theatres paid $30,687,000 in consolidated film rentals during 1951, UPT president Leonard Goldenson said today.

This covered rentals to all distributors for feature pictures paid by all 100 per cent owned UPT theatres, Goldenson declared. He made no further analysis of the figure, which was given to the Federal Communications Commission-Paramount hearing in answer to a request by Allen B. DuMont Laboratories. These figures, DuMont counsel have said, might determine the "leverage" on the feature picture market which UPT and ABC might have, if the proposed merger between the two companies is effected.

Shortly before the end of today's session Robert Wilby, UPT director, took the stand. FCC counsel have declared that they will question him about the effect of Paramount's trade practices in specific theatre situations prior to the consent decree.

Give First Roxy Film to Museum

Ceremonies marking the 25th anniversary of the Roxy Theatre here were held yesterday at the theatre's executives offices, where Gloria Swanson presented a print of "The Love of Sunya," first picture to play the theatre, in 1927, to the film library of the Museum of Modern Art.

Present at the ceremonies were David Katz, executive secretary of the Roxy; Rene D'Harnoncourt, museum director, and Richard Griffith, curator of the film library.

Charles Rich to Essanjay

CLEVELAND, April 21.—Charles Rich, former Warner Brothers district manager, now operating the Rich Releasing Co., has been named Eastern sales manager for Essanjay Films.

Dismiss Justice Suit Vs. Chi. Drive-ins

CHICAGO, April 21. — The Justice Department's Federal anti-trust suit against a group of Chicago area drive-ins for alleged price fixing was dismissed here this afternoon by Federal Judge Barnes who stated that the Sherman Anti-Trust Act did not apply in this case because the operation of a theatre is a local mattter and no interstate commerce was involved inasmuch as the film companies were not accused of being a party to the alleged violation.

If the Sherman Act were to be applied in this case Judge Barnes said the courts might very well find themselves in the position of regulating every neighborhood grocery and corner drug store.

Put Off McConnell's Petition in Towne Theatre Case

CHICAGO, April 21. — Attorney Thomas C. McConnell's petition to dismiss the Town Theatre case defendants request for clarification of the decree was put off until next Monday by Federal Judge Barnes because of the illness of Attorney Miles Seeley. The petition by McConnell for supplemental attorney fees in the Town Theatre case for the period April 1950 to January 1952 also is scheduled to be heard next Monday by Judge Barnes.

Set Premiere Plans For 'Rio Grande'

A large contingent of Hollywood stars and more than 100 newspapermen are slated to attend the world premiere of "Denver and Rio Grande," to be held May 2 at the Denham Theatre, Denver.

Following the premiere, Paramount's guests and stars will make a four-day tour of Colorado Springs, Pueblo, Canon City, Salida, Glenwood Springs, Grand Junction, Provo, Helper, Price and Salt Lake City.

Bids A.T. & T.

(*Continued from page* 1)

attention on practical alternatives" to the problem of theatre TV facilities.

While acknowledging that telephone companies have shown "increasing understanding" of theatre TV needs, Halpern blamed A.T. & T. for making a projected TNT series of nine theatre TV spring programs "impractical." TNT, he said, requested the Bell System for clearances for each program to installed theatres in 23 metropolitan areas at the beginning of February.

According to Halpern, the total number of long lines clearances for these programs was 207. A.T. & T. did not assure clearance of 151; 73 per cent of theatre TV's requirements were not fulfilled for the TNT spring schedule, Halpern charged.

Halpern fixed the number of theatres now equipped with large-screen television at 75, situated in 37 cities from Coast to Coast. Currently, Halpern said, there are a dozen theatre TV installations being made, including those of United Paramount Theatres, Warner Theatres and RKO Theatres.

Profit and Loss Picture

Regarding the profit and loss picture of theatre TV in its early stages of development, Halpern commented that "every major medium must pass through an investment period at the start, with operating losses until it has grown sufficiently."

The significant thing about theatre TV, according to Halpern, is that it has experienced profits on some events from the outset. "As compared with television broadcasting, theatre television has required relatively small investments and its operating losses have been comparatively small," Halpern contended.

As to programming, Halpern said the absence of a regular, year-round flow of theatre TV programs is due in part to the newness of the medium. He said the groundwork is now being laid by TNT and said that his organization will launch a series of entertainment programs once it has completed the spade work. He described talent and craft unions as being progressively more cooperative in the field of theatre TV.

NEW YORK THEATRES

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Rockefeller Center

"SINGIN' IN THE RAIN"

Gene KELLY · Donald O'CONNOR · Debbie REYNOLDS

Color by TECHNICOLOR - An M-G-M Picture

plus The Glorious Easter Stage Show

JAMES STEWART · ARTHUR KENNEDY

JULIA ADAMS · ROCK HUDSON in

BEND OF THE RIVER

color by Technicolor

PARAMOUNT TIMES SQUARE

in person BILLY ECKSTINE FRAN WARREN BOBBY SARGENT JUNE and MARTIN BARRETT WILL BRADLEY And His ORCHESTRA

Midnight Feature Nightly

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Arbitration

(Continued from page 1)

sion will follow today's luncheon.

Distribution's delegates will be the members of a special sales managers sub-committee including William F. Rodgers, chairman; Al Lichtman, Robert Mochrie, and A. Montague. They will have as counsel the following company attorneys: Austin C. Keough, Paramount; Robert W. Perkins, Warners, and Adolph Schimel, Universal.

The five exhibitor organizations which were invited by Johnston to send delegates will be represented as follows: Theatre Owners of America: Mitchell Wolfson and S. H. Fabian, with Herman M. Levy as counsel; Allied States Association: Wilbur Snaper and Nathan Yamins, with Abram F. Myers as counsel; Independent Theatre Owners Association of New York: Harry Brandt and Max A. Cohen; Metropolitan Motion Pictures Theatres Association: Leo Brecher and Manny Frisch, and Western Theatre Owners: H. V. (Rotus) Harvey and William J. Connors, with L. S. Hamm as counsel.

Three Independents

(Continued from page 1)

nual convention of the American Newspaper Publishers Association.

Next on Fuller's agenda is "Verboten," which will be shot in Germany in September. Fuller, who produces and directs his pictures, has six more years to go under his seven-year contract with 20th Century-Fox, which calls for one picture a year.

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Hall, Roxy, Para. Grosses

(Continued from page 1)

"Scaramouche," the opening date for which has not been set as yet.

"With A Song in My Heart," now in its third inning at the Roxy, is expected to do a healthy $85,000. "Bells on Their Toes" is the Roxy's next attraction. At the Paramount, "Bend of the River" is indicated to rack up a good $67,000 for its second stanza.

At Loew's State, the Italian-made "Tomorrow Is Too Late" is doing fine, with $27,000 estimated for the second week.

$30,000 Forecast

A fairly nice $30,000 is forecast for the second week of "My Son John" at the Capitol. The sixth inning of "The Marrying Kind" at the Victoria is expected to hit a more than satisfactory $18,000. "My Six Convicts" at the Astor also falls under the satisfactory category with $18,000 seen for its fourth week.

While most first run theatres on Broadway were unaffected by last Wednesday night's home telecast of the Robinson-Graziano fight, a number of Metropolitan area neighborhood houses felt an adverse box office reaction, except where the local house featured an outstanding attraction.

Only a moderate $9,500 is seen for the opening seven days of "Aaron Slick From Punkin' Crick" at the Globe. It will be replaced on Friday with "Red Mountain." At the Rivoli, a fairly decent $16,000 is forecast for the second inning of "Valley of the Eagles."

"Jack and the Beanstalk" at the Warner is doing average business, with $36,000 racked up for the second week, which ended Sunday. It will bow out tomorrow when "Mara Maru" will have its premiere there.

At the Criterion, where "The Green Glove" bows in tomorrow, a so-so $12,000 is estimated for the second and final stanza of "At Swords Point." For the third week of "Anything Can Happen" at satisfactory $17,500 is seen for the Mayfair.

Off-Broadway Houses

Among off-Broadway houses, a swell $18,500 is forecast for the third week of "Man in the White Suit." Also doing excellently is "Encore" at the Normandie, with $13,500 indicated for the third stanza. Holding up well is "The Lavender Hill Mob" at the Fine Arts Theatre where $6,000 is expected for the 27th week. Another long-time holdover doing well is "The River" at the Paris, with $7,300 seen for a 33rd week.

At the Baronet, a fair $3,000 is forecast for the second inning of "Passion for Life," while a good $6,100 is estimated for the second week of "Faithful City."

McCarey Hits

(Continued from page 1)

sults in havoc to the American home and to family relationships. From that theme, McCarey continued, all action flows.

It is wrong, he continued, to impute that he as the director advocates every idea spoken or indicated by each character. He is presenting a situation and trying to allow the characterizations to follow as naturally as possible, McCarey explained.

To Meet the Critics

The producer-director said he expects to meet with film critics while in New York and state his objections to some reviews of the picture. McCarey said the film cost $1,800,000 to produce.

McCarey said he had tentative plans to go to Europe in May to work on a new picture.

Golf Tournament

(Continued from page 1)

foursome and runners-up, and for the best net, gross, driving, putting, birdies, etc.

Alfred W. Schwalberg, president of Paramount Film Distributing Corp., has been appointed chairman of the tournament and Harold Rinzler of Randforce Theatres, has been named co-chairman.

Legion Puts Mexican Film in Class C

The Legion of Decency has placed one film, "The Young and the Damned," (Mexican), Mayer-Kingsley, in Class C (condemned) and three films in Class B. The latter are: "The Brigand," Columbia; "The Half Breed," RKO Radio, and "Kid Monk Baroni," Realart Pictures. The report also puts 11 films in Class A.

Cohen in New Post

(Continued from page 1)

sales manager of Eagle-Lion Classics, Cohen began his industry career in 1929 as a salesman for United Artists in Chicago. Subsequently he was with Columbia, RKO Radio and then Eagle Lion.

Cohen's appointment as Eastern-Southern sales manager follows the resignation of Nat Nathanson as the company's Eastern sales manager. Nathanson will announce new plans shortly.

A successor for Cohen's Western post will be named later.

Milgram Appeal

(Continued from page 1)

list of orders handed down at its decision session at noon.

There was no action today in another appeal by the distributors in the so-called Brookside case. The court will meet again next Monday for another decision session and may act on the Brookside appeal then.

Italian Films

(Continued from page 1)

American dubbing will have to be done in this country "because Italy doesn't have enough English-speaking actors to do the job properly."

Zambuto will deliver a paper on dubbing at the SMPTE convention in Chicago on Thursday.

Buys Academy Film

CLEVELAND, April 21. — Academy Film Service, Inc. organized 13 years ago by Gilbert Lefton to service schools with product, has been purchased by Blair Mooney who for the past five years has been associated as booker with Co-operative Theatres of Ohio, of which Milton A. Mooney is president.

National Pre-Selling

LOOK, on the stands today, has another of those sensational tie-ups, this time with Mitzi Gaynor on the front cover and spreading over pages inside. That's worth industry applause. Besides, Marlene Dietrich gets the magazine's approval for her personal appearances, and there's also that beneficial Lux ad, featuring 41 stars and the advice, "Don't Be a Living Room Captive." *Good Housekeeping* for May headlines "How you and the movie stars look in 'the new cottons'", with 16 pages in color and plenty of star photos, in a section directed by Nancy White.

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***Collier's* for April 26 has a wonderful cover and four-page story to match on Pier Angeli, "a Hollywood natural" from Italy, who looks like a 19-year old Ingrid Bergman. . . . Lux devoted its full-page in *This Week*, last Sunday to offer a 32-page glamor-packed booklet on "Hollywood's Own Secrets of Charm," which was prepared by and with Paramount's "Golden Circle" of starlets, as pictorial and editorial ammunition.**

•

Howard Dietz estimates that the M-G-M "Movie Calendar-of-the-Month" will appear in 10 May magazines with a total readership of 37,970,000, and in an even-dozen national magazines for June, with a readership of 40,508,000. The issues will all be on the news-stands during April and May, and will feature "Skirts Ahoy!," "Lovely To Look At," "Scaramouche" and "Ivanhoe." The second 20th Century-Fox star within a month to appear on a cover with a feature story will be Mitzi Gaynor, who will be honored in the May 6 issue of LOOK, *on the stands April 22. The same issue will have a photo spread on Marlene Dietrich's personal appearance in Chicago for "Rancho Notorious." The June issue of* PAGEANT *magazine will devote a four-page picture story to Warner Brother's forthcoming film, "The Winning Team," starring Doris Day, Ronald Reagan and Frank Lovejoy.*

•

Tide and the advertising trade press carry an ad from *Holiday* magazine which refers to their critic Al Hines, and says "He Likes Movies," which is good news we have long suspected. . . . *Redbook*, for May gives top billing to John Wayne in "The Quiet Man," with "Singin' in the Rain" in second place and "Anything Can Happen," "The Lady with the Lamp" and "My Six Convicts" as runners-up. . . . *Esquire* for June will offer a piece on Denise Darcel as "The Baker's Daughter," which is worth a smile in any film column.

•

Ivan Ackery, manager of the Orpheum Theatre, Vancouver, master showman and Quigley Grand Award winner, got the British Columbia premiere of M-G-M's "The Wild North" and his first move was to obtain the promise of $2,000 from Canadian Ansco-Color to underwrite the exploitation. . . . The city of Monterey, California, has entered its bid for the world premiere of Wald and Krasna's "Clash By Night" since part of the picture was made there.

WALTER BROOKS

Mann Will Not Be NCA Candidate

Minneapolis, April 21 — Someone other than Ted Mann will head North Central Allied after the annual convention on May 1-2. Mann, it is understood, will not be a candidate for another term, because of the pressure of personal business. Speculatively, names of potential candidates mentioned to date include Ben Berger, Harold Field, Ernie Peaslee and Henry Greene.

There has been conversation on making the presidency a paid position.

'Bailey' Premiere in Port-Au-Prince

The first world premiere of a Hollywood motion picture outside the Continental United States with an American press party on the scene will be held Sunday evening, May 4, at Port-Au-Prince, Haiti, when "Lydia Bailey" will be shown to an international audience, it was announced by Guy Douyon, director of National Tourism for Haiti and Charles Einfeld, vice-president of 20th Century-Fox.

Showing of the film will climax a four-day festival sponsored by the Haitian government with President Paul Magliore, proclaiming May 4 as "Lydia Bailey Day," a national holiday in honor of the picture about Haiti's fight for independence from Napoleon Bonaparte.

Trans Lux in Cut Admissions Deal

An agreement providing for reduced admission prices to members of Cultural Services Club, a new organization with headquarters in New York, has been made by the Trans Lux Theatres, a CSC spokesman reported here yesterday. The club was formed for the purpose of offering concerts, lectures, books, records, film and theatre entertainment and courses to members at special discount rates.

The club spokesman disclosed also that negotiations looking to a similar arrangement with the Park Avenue Theatre and the 55th Street Playhouse here are in the final stages.

Mason Group Asks Brandt Booking End

Termination of "the booking and buying of films through Harry Brandt" for Trans-Lux Theatres is advocated in the latest letter to stockholders mailed yesterday by the group opposing management, led by George G. Mason and Norman W. Elson.

The letter urging rejection of the management's slate of a new board of directors was in preparation for the annual company meeting, set for Thursday. Stockholders were urged in the letter to support the Mason-Elson group in their proxy votes.

Slight Decline in Coast Production; 27 Pictures in Work

HOLLYWOOD, April 21.—The production index dropped three points for a total of 27 pictures in work. Five new films were started and eight finished.

Started were: "The Outlanders" (Scott-Brown), Columbia; "Tribute to a Bad Man," Metro-Goldwyn-Mayer; "Barbed Wire" and "Sea Tiger," Monogram; "Willie and Joe Back at the Front," Universal-International.

Completed were: "Wagon Team," "Strange Fascination" (H. H. Productions) and "The 5000 Fingers of Dr. T." (Kramer), Columbia; "Invasion U.S.A." (American Pictures), United Artists; "Letter from the President," Metro-Goldwyn-Mayer; "The Rose Bowl Story," Monogram; "Tropic Zone," Paramount; "It Grows on Trees," Universal-International.

Monogram Board to Meet Tomorrow

HOLLYWOOD, April 21.—Five Eastern members of Monogram Pictures' board of directors are due here for a directors' meeting Wednesday at the studio. They are Arthur C. Bromberg, franchise owner, Atlanta; William Hurlbut, franchise owner, Detroit; Edward Morey, vice-president, New York; Herman Rifkin, vice-president and franchise owner, Boston, and Norton V. Richey, vice-president and Monogram International Corp. president, New York. They will meet with Steve Broidy, president; G. Ralph Branton, vice-president; George D. Burrows, executive vice-president and treasurer, and Howard Stubbins, West Coast co-franchise owner, all of Los Angeles.

Davis Joins M-G-M

Steve Davis, formerly of Fabian Theatres, has joined M-G-M's exploitation department, and will do special work on accessories. Before joining Fabian, Davis was with Benton and Bowles, Flying A. Enterprises (Gene Autry), Lindsay Advertising Agency and WGIN at Glens Falls.

Mrs. Morjeanna Fisher

CHICAGO, April 21.—Mrs. Morjeanna Fisher, wife of Jack L. (Bud) Fisher, Jr., account executive of M. M. Fisher Associates, advertising agency here, died last Tuesday. In addition to the widower, she is survived by a daughter, Susan Louise, and a son, James Michael; her mother and two sisters.

Rubin Buys Out Partner

CLEVELAND, April 21.—Bernard Rubin is now sole owner of Imperial Pictures here, independent distributing company operating in Northern Ohio, having acquired the interest of his partner, John Urbansky. Rubin and Urbansky bought the company from Max Jacobs in 1945.

Canadian Exports Drop

OTTAWA, April 21.—Exports of films declined to a combined valuation of $556,000 during the first two months of 1952 compared with $584,000 in 1951, the Canadian government reports.

Theatre 'Lotteries' In Canadian Test

Ottawa, April 21.—Canadian exhibition faces a test on lotteries. The Linden Theatre here is charged with operating a lottery in the form of "Photo Night" contests, through which prizes are given to patrons. If this test is successful, prosecution is expected to follow against scores of exhibitors across the Dominion.

Circuit, Union Heads Honor Raoul of 'IA'

Theatre executives and labor leaders at the weekend gathered at the Hotel St. George, Brooklyn, to honor William P. Raoul, IATSE general secretary-treasurer, at a dinner given by the union. Raoul was presented with a diamond ring in recognition of his service to the "IA."

At the dais were Richard F. Walsh, "IA" international president; J. C. McDowell, secretary of New York "IA" Local No. 1; Thomas Murtha, toastmaster; Rev. Joseph Kelly of St. Peter's College of New Jersey; L. E. Thompson, RKO Theatres; Joseph Vogel, Loew's; Frank Phelps, Warner Theatres; Russell Downing, Radio City Music Hall, Lyman Munson, NBC, and Martin T. Lacey, president, and James C. Quinn, secretary-treasurer, of the Central Trades and Labor Council of Greater New York.

Frank to Coast on Short Subject Plans

MINNEAPOLIS, April 21.—Prompted by the lifting of the "freeze" on TV stations, W. R. Frank is now in Hollywood from here to finalize plans for the production of a number of short subjects on the exploits of winners of the Congressional Medal of Honor which he plans for TV distribution. He will also discuss production plans with his associates in Hollywood for the start of "Sitting Bull," a feature to be made with color in Technicolor.

W. R. Frank and Associates is offering exhibitors and other investors blocks of stock in the production and distribution of four of 13 contemplated shorts.

McGrann to Columbia

Frank McGrann has joined Columbia's home office exploitation staff to work on special assignments. He is a former New York newspaperman and press representative for stage and screen stars. In recent years he has been engaged in radio and television writing and production.

Altec Ups Rademacher

A. J. Rademacher, formerly business manager of Altec's Eastern division, has been appointed assistant operating manager, according to E. O. Wilschke, operating manager of Altec Service Corp. Rademacher will be located at headquarters in New York.

Kravitz to Filmack

CHICAGO, April 21.—The appointment of Lou Kravitz as editor of the Filmack publication, *Inspiration*, is announced here by Irving Mack, Filmack president.

Low Income Groups Largest Audience For U.K. Television

LONDON, April 21.—Television in Britain finds its largest audience among the lower educational and income groups, a survey just released by British Broadcasting Company's Audience Research specialists reveals.

The B.B.C. inquiry was made in December, 1950, and the results are carried forward approximately to the middle of 1951. At the latter period, the higher income group represented less than one-fourth of the TV public. In 1950, only three per cent of the viewers had had any higher education, while 67 per cent fell into the lowest educational group—those whose education had finished at 14 or 15 years of age.

Novelty Factor

TV's novelty factor, also noted in America, shows up in the survey here, among both adult and child groups. Also, 42 per cent of the entire group of viewers admitted that their reading had diminished, although there is no information about what sort of reading it was.

TV's effect on film attendance, according to the survey, is less than supposed. It is claimed that for every three visits to the cinema by those without sets there are only two by television owners. Radio listening is the liesure occupation which suffers most from the introduction of TV, the B.B.C. study indicated.

Open 'Movietime' Tour in Upstate N.Y.

ALBANY, N. Y., April 21.—The "Movietime, U. S. A." star tour group for this exchange area, composed of Greer Garson, Audrey Totter, Don Taylor, Archie Mayo and Fran Marx, began today with visits to Schenectady and Troy and Albany in the opening of its week long swing through Western New York.

The emphasis was placed upon the public's participation in the American Cancer Society's drive. On the Capitol steps late this afternoon a presentation of the industry's message was made by Miss Garson, the anchor speaker at each place.

As state chairman of the cancer Society in New Mexico, she spoke authoritatively of the "urgent need for contributions to continue research into the causes of this terrible disease and the equally imperative need for each person within the sound of my voice to arrange for an immediate checkup by your physician and a subsequent visit each six months." She added: "I hope you all live to be 100 and attend movies every week."

In Albany the star stated "American films, distributed in 120 countries and territories, are the main channel that serves to reflect the American way of life. We in Hollywood want to make the pictures you wish to see. Write us or tell your local theatre manager what you like."

Mayor Erastus Corning introduced the unit in Albany; Mayor Edward A. Fitzgerald in Troy. A visit to the Albany Veterans Hospital and addresses at a combined Kiwanis affair this evening finished the activities. Reception everywhere was enthusiastic.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 79 NEW YORK, U.S.A., WEDNESDAY, APRIL 23, 1952 TEN CENTS

Conciliation Urged to Supplement Arbitration

(Picture on Page 6)

Delegates Launch Meet With Airing of Views

At the conclusion of his introductory remarks at the opening session yesterday of the industry arbitration conference at the Hotel Astor here, Eric A. Johnston, president of the Motion Picture Association of America, called upon delegates of the participating organizations to state their views preparatory to the holding of executive sessions at which efforts will be made to hammer out a plan or system of industry-wide arbitration of trade practice disputes. Excerpts from the delegates' remarks, in the order in which the speakers were called upon, follow:

WILBUR SNAPER, *Allied States Association*—The presence of Allied at this meeting indicates its desire for a system of arbitration. We enter the meeting with neither optimism nor pessimism. The Allied memorandum of arbitration proposals, prepared by counsel Abram F. Myers, was intended to be neither arbitrary nor restrictive. Our hope is that constructive, definite, conclusive action will arise from reasonable discussions.

HARRY BRANDT, *Independent Theatre Owners Association of New York*—This is indeed an historic occasion. I come to it with high hope that it will result in industry peace, harmony and goodwill. I hope the meeting

(Continued on page 6)

Industry Conference Begun; Sessions to Continue Through Week

Provision for a conciliation system to supplement any arbitration machinery that may be adopted for the industry, and to avoid overburdening that machinery, is favored by the arbitration conference which went into executive session at the Hotel Astor here yesterday. The conciliation system, if realized in later discussions to be held, would be invoked prior to submitting of a grievance to arbitration.

Yesterday's initial conference, with William F. Rodgers as first chairman under a plan which will see the chairmanship rotated among participating organizations daily, dealt primarily with arbitration procedures, it was stated at the close of the session. General agreement was reached on the following points:

A system of arbitration must be set up in the speediest possible time.

Arbitration must be carried on at the grass-roots level.

The arbitration system must be carried on at the lowest possible cost.

The arbitration system must provide for the speedy disposition of disputes.

The conference appointed a committee to crystallize proposals for arbitration machinery. The committee

(Continued on page 8)

Insider's Outlook

By RED KANN

INSOFAR as the open record, at least, is concerned, the industry arbitration conference got airborne in practically a handful of minutes yesterday. All the spokesmen—Johnston and Rodgers for the distributors, Snaper for Allied, Brandt for ITO of New York, Brecher for MMPTA of New York, Wolfson for TOA and Harvey for WTO—liked the idea fine. There was out-and-out enthusiasm by some, restraint by others and just a trace of the dubious by several. But, wrapped up in a single package, there appeared no question about the need for an arbitration system which will serve to reduce industry friction, convert internecine warfare into a skirmish and level the ever-engulfing tide of anti-trust litigation to a respectable-sized comber.

The industry press was witness to these open-house declarations. And that was all. The conferees decided behind closed doors to hold closed sessions and confine their day-by-day comment to press releases prepared and approved by all groups. How much these official communiques will reveal remains to be seen, but decidedly related is the fact that communiques enjoy a wide reputation for ambiguity and airy nothings. Maybe it will be different this time.

■

It is clear that the principals have the right to enjoy their arguments and their controversies on their own private field of battle without facing restraints which some may feel the presence of reporters may impose. But the issues are not exactly private, either. Thousands of theatremen, in and out of exhibitor organizations, whose futures are involved are entitled to know what is being decided for them even if ratification resides in their hands before final instruments are written and implemented.

It is good advice and friendly advice, too—for the delegates to bear this in mind. Bearing it in mind, their formal press releases should be complete, informative and clear. The way to eliminate the possibility of confusions, misunderstandings, speculations and frustrations is to see that the need for them never develops in the first instance.

Supreme Court to View 'The Miracle'

WASHINGTON, April 22.—The Supreme Court is going to see a motion picture tomorrow.

The Justices on Thursday are scheduled to hear argument in the so-called "Miracle" case. Joseph Burstyn, distributor of the film, is challenging the constitutionality of New York's film censorship law, under which the State Regents banned "The Miracle." Both parties suggested that it might be a good idea for the Justices to see the film, and they agreed.

See FCC Setting New Date Soon

WASHINGTON, April 22.—The Federal Communications Commission is expected to announce within the next two to three weeks a new date—probably late in the fall—for the frequently-postponed theatre television hearings.

Spokesmen for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee met with FCC chairman Paul Walker and other top FCC officials today to discuss the issue.

Bid A.T. & T. Detail Theatre TV Costs

WASHINGTON, April 22.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee have asked American Telephone and Telegraph Co. to supply within 60 days detailed information on what its charges would be for the installation and use of common carrier facilities in a typical theatre television system.

The request was made with an eye

(Continued on page 7)

Sullivan Leaving TOA; Joins Kefauver

Gael Sullivan, executive director of Theatre Owners of America, will take a leave of absence from that post starting in the next day or two to manage the campaign of Senator Estes Kefauver for the Democratic Presidential nomination. In Sullivan's absence, Herman Levy, TOA general counsel, will absorb most of the duties of the executive director.

If Kefauver is nominated, Sullivan's

(Continued on page 6)

RKO Circuit Earned $1,322,000 in '51

The consolidated net profit of RKO Theatres Corp. for 1951 was $1,322,000, after income taxes of $1,225,000, the first annual report to stockholders disclosed here yesterday.

This compares to estimated earnings in 1950, had the company operated independently, of $1,195,000, after taxes of $1,008,000 and extraordinary reserves of $600,000, according to the report.

The annual statement explained that RKO Theatres began its separate existence on Jan. 1 of last year, breaking away from Radio-Keith-Orpheum Corp., as required by the consent de-

(Continued on page 8)

MPAA Adopts Plan For Independent Institutional Ads

Under a plan approved yesterday at a meeting here of the Motion Picture Association of America's advertising-publicity directors committee, MPAA member companies each will incorporate in regular national newspaper advertisements integrated institutional copy emphasizing the motion picture theatre as the source of the best entertainment.

The arrangement, which is a substitute for the original plan for a joint distribution institutional newspaper advertising campaign under the auspices of the Council of Motion Picture Organizations, is for each company to be responsible for theming its institutional copy in furtherance of COMPO's public relations program.

The campaigns are now in preparation, it was reported.

James Velde in New UA Sales Position

James Velde has been named Western sales manager of United Artists by William J. Heineman, distribution vice-president. He succeeds Milton E. Cohen, former Western-Southern sales manager, whose appointment as UA Eastern-Southern sales manager was disclosed on Monday.

Velde, who was promoted from the post of Western district manager, will have 12 branches under his jurisdiction: Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Indianapolis, St. Louis, Los Angeles, San Francisco, Seattle, Salt Lake City and Denver.

An industry veteran who has held sales posts with Paramount, Eagle-Lion and Selznick Releasing Organization, Velde joined United Artists last year.

Three Aides Join Lux Field Force

Lux Film has engaged three new sales representatives. Harold Schwartz will be the Lux agent in Dallas, Andy Dietz in St. Louis and Edward Salzberg in Cincinnati.

Lux pictures in preparation for the fall and winter are "Anna," "Behind Closed Shutters," "Last Meeting," "All for Love," "Path of Hope," "The White Line," "The Day Will Come," and "White Hell of Pitz Palu," and "Bitter Rice."

Special Showing of 'Song' in Dallas

DALLAS, April 22.—Plans have been finalized for the special anniversary showing of "With A Song in My Heart" Thursday evening at Interstates' Majestic Theatre. It will be presented to celebrate the theatre's 31st birthday and will be viewed by notables headed by Gov. Allan D. Shivers and members of the State Legislature.

Personal Mention

NAT LEVY, RKO Radio Eastern sales manager, and TERRY TURNER, exploitation chief, left here yesterday to visit Pittsburgh, Detroit, Cleveland and Cincinnati.

•

AL SCHUMAN, general manager of Hartford Theatre's circuit, and his wife are due back in Hartford shortly from a stay in Miami Beach.

•

ISSEY WOLFE, National Screen Service salesman, is making a sales tour through the San Joaquin Valley from San Francisco.

•

ROY and JOHN BOULTING, British producers, will arrive here from London Saturday en route to Hollywood.

•

J. J. DEBOER, manager of the Westrex subsidiary in Cuba, has arrived here from Havana.

MAURICE GRAD, Columbia's short subjects sales manager, will leave here today on a three-week tour of exchanges.

•

PETER PERAKOS, head of Perakos Theatres, New Britain, Conn., will leave for a European vacation in May.

•

PHIL WILLIAMS, March of Time's theatrical sales manager, returned here yesterday from Philadelphia.

•

STEVE PALLOS, producer, is in New York from the Coast.

•

JIMMY DURANTE will leave here today for Europe aboard the *S.S. Queen Elizabeth.*

•

GEORGE FRASER, Paramount publicist, will return here today from Houston.

New M-G-M Pact For Sam Eckman

M-G-M has renewed the contract of Sam Eckman, Jr., for an extended period, it was disclosed here yesterday by Arthur M. Loew, president of Loew's International Corp. The new pact was negotiated during the recent visit in New York, from London, of Eckman, who is chairman and managing director of Metro-Goldwyn-Mayer Pictures, Ltd.

Loew also reported that arrangements had been made for the transfer to London of Charles Goldsmith, an executive of Loew's International, to join the board of M-G-M, Ltd., as its assistant managing director. The post is a new one.

Goldsmith is no stranger to Great Britain, having previously been in charge of M-G-M operations between the U. S. and all members of the British Commonwealth. Also, he resided in London in 1949.

'Express' Premiere In 'Frisco May 2

"The Red Ball Express," film of the World War II unit of the Army Transportation Corps which rushed supplies to General Patton's Army during the European breakthrough, will have its world premiere at the Orpheum Theatre in San Francisco on May 2. The premiere will help launch openings of the film from Coast-to-Coast in connection with the national observation of Armed Forces Week, starting with Armed Forces Day on May 17.

NAVA to Open 16mm. Conference Friday

A two-day Eastern film conference, sponsored by the National Audio-Visual Association for 16mm. business leaders will take place at the New Yorker Hotel here Friday and Saturday, it was announced by Harold Baumstone, president of Almanac Films, who will be general chairman of the proceedings.

'U'-Decca Deal Up May 8; Earnings High

A decision on a possible Universal-Decca deal is expected to be made by Universal's board of directors at its next meeting on May 8. The need for a decision during May is underlined by the upcoming annual Universal stockholders' meeting, which is now scheduled for July 8, and for which proxy statements should be ready during June. Nate J. Blumberg, Universal president, is expected here from the Coast today.

Meanwhile, Milton Rackmil, president of Decca Records, expects to visit London next month, but he would not comment when asked about reports that he plans to confer there with J. Arthur Rank on a Universal-Decca deal. Rank owns 13 per cent of Universals' outstanding stock and is said to be opposed to the Decca merger.

Financial circles report Universal's earnings are being maintained at a continuous high level with the report for the company's second quarter of the current fiscal year due soon and expected to show a net of approximately $1,000,000, about $1 per share on the outstanding 967,000 shares.

20th-Fox 'Holders To Meet May 20

The annual stockholders meeting of 20th Century-Fox will be held here at the home office on May 20, it was disclosed yesterday.

Among the principal items on the agenda will be the reorganization plan of the company in fulfillment of its requirements under the consent decree.

Kramer Buys Story

HOLLYWOOD, April 22.—"The Comedian," a story with the television entertainment world as its background, has been acquired by the Stanley Kramer Co. for production at Columbia. The novelette, which ran in the January issue of *Cosmopolitan Magazine,* was purchased from its author, Ernest Lehman, who is also a screen writer.

Newsreel Parade

THE Midwest floods and scenes of the remodeled White House are current newsreel highlights. Other items include the various prison riots and sports. Complete contents follow:

MOVIETONE NEWS, No. 34 — Flood crest sweeps down Missouri River. Navy Air Force polar flights. Convicts riot. Aga Khan is well again. Italian tank men. Eisenhower mourns SHAPE aide. Kentucky Derby hopefuls. Joe Di Maggio.

NEWS OF THE DAY, No. 268—Queen Juliana honored at M-G-M studio. Jet travel here. Underwater television. Prison revolts. President Truman moves into "new" White House. Derby preview.

PARAMOUNT NEWS, No. 71—Jet liner makes flight history. Visit to remodeled White House. Victory over floods. Sports flashes. Road race. Horse race.

TELENEWS DIGEST, No. 17A—Omaha bests flood crest. Dinner for Averill Harriman. U. S. studies Arctic weather. Gen. Van Fleet honored. German fashions. Aqua ballet.

UNIVERSAL NEWS, No. 554—Prison riots. California air crash. Floods. President Truman and AMVETS. "Mother of the World." Sports flashes: Motorcycle hill climb. Horse race.

WARNER PATHE NEWS, No. 73—Prison riots. Remodeled White House. Air Force, Navy charts Arctic weather. Ballet for sailors on carrier deck. Sports flashes: Motorcycle race. Horse race.

New Bordonaro Suit Will Start Today

BUFFALO, April 22.—A Western New York theatre will attempt to recover $161,592 from Paramount Pictures, RKO Radio and Warner Theatres in a monopoly action that begins here tomorrow in Federal Court.

Bordonaro Brothers Theatres of Olean, plaintiff operator of the Palace Theatre there, won an award of $104,498 from the same defendants four years ago. The present case is based on charges that the three firms continued alleged monopoly practices while the earlier action was in litigation.

The plaintiff filed the first suit Sept. 16, 1946. The Olean concern contends that the defendants refused from that date until March 14, 1948, to license first class features to the palace, channeling them instead to Warner managed theatres in Olean.

Name Snyders in Percentage Actions

WILLISTON, N. D., April 22.—John C. and Jack W. Snyder were named defendants in percentage actions filed in Federal Court here by Paramount, Loew's, 20th Century-Fox and RKO, involving the Grand and Snyder theatres in Williston.

Shearer, Byard, Trogner and Peters of Minneapolis and Eugene A. Bardick of Williston, represent the distributors, with Sargoy and Stein of New York as counsel.

Ray to Boston House

BOSTON, April 22.—The Metropolitan Theatre here will present Johnnie Ray and a unit show during July, Martin J. Mullin, president of New England Theatres, discloses.

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"THE MERRY WIDOW"
is believing it's a Clean-up!
(*Technicolor*—Lana Turner, Fernando Lamas.)

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"SKIRTS AHOY!"
is believing it's a Wow!
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Directed by WILLIAM DIETERLE
Screenplay by John Meredyth Lucas, George F. Slavin and George W. George · From a Story by George F. Slavin and George W. George

George Stevens' SOMETHING TO LIVE FOR, Perlberg-Seaton's
ROM PUNKIN CRICK, and W. Somerset Maugham's ENCORE.

British-Lion Gives BFPA Notice of Intent to Resign

LONDON, April 22.—The British Lion group of companies has formally tendered the required six months advance notice of intention to resign from the British Film Producers Association.

The step is reported to be the result of friction which has been brewing for months between Sir Alexander Korda, who remains a behind-the-scenes power in British Lion, and the other two large-scale production companies, the J. Arthur Rank Organization and Associated British Pictures Corp.

British Lion has no exhibition affiliate, whereas each of the other two companies do have. Korda is understood to have bitterly complained on frequent occasions that BFPA has tended to emphasize exhibitor interests to the detriment of purely production concerns. The matter was brought to a head when Sir Henry French of BFPA put forth a plan designed to streamline the organization by vesting operating control in a small executive council of 12 members, in lieu of the present body composed of all recognized producer members.

This proposal was due for ratification at a special association meeting last Friday, from which British Lion representatives, significantly, were absent. It was since learned that action by the meeting was postponed.

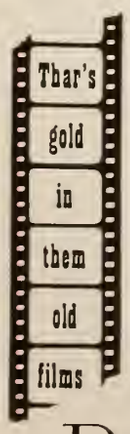
The defection of British Lion from BFPA potentially could wreck the whole present production set-up here. Efforts to arrive at an accommodation before the break becomes effective are being made.

Sullivan Leaving

(*Continued from page* 1)

leave of absence would extend to next fall. If he fails of nomination, Sullivan would return to the TOA in July.

Before joining TOA in 1948, Sullivan was active for many years in Democratic politics, having been executive director of the national committee in 1947-48. Prior to that he was an assistant Postmaster General, administrative assistant to the Democratic mayor of Chicago and with the Federal Housing Administration in Illinois.





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Start Arbitration Meet



Quigley Publications Photo

ERIC A. JOHNSTON (standing) calls to order the preliminary session of the all-industry conference on arbitration at the Hotel Astor here yesterday. Three of the 50 from exhibition and distribution who were on hand for the opening of the conference are pictured with the Motion Picture Association of America president. From left to right they are: Mitchell Wolfson, TOA president; Wilbur Snaper, president of Allied States, and William F. Rodgers, chairman of the distributors' arbitration negotiating committee. Rodgers was elected chairman of the first executive session which followed.

Delegates Air Their Views

(*Continued from page* 1)

can eliminate lawyer-domination of the industry; lawyers are getting most of the money of the industry what with $550,000,000 worth of law suits pending today. I can't go along with Eric Johnston's belief that even a small start will be good—there isn't anything that should not be arbitrated, and that includes film rentals when overt acts are committed, although I am against arbitration of film rentals as such. We need some great American at the head of our arbitration system, together with local-level panels.

LEO BRECHER, *Metropolitan Motion Picture Theatres Association*—We enter with hopes for constructive cures, but recognize that the business must retain certain differences. When a business becomes all love it becomes static—ceases to be a business. Arbitrators selected by disputants are not arbitrators, but rather are merely advocates. We should have arbitrators who are impartial and honest, such as the American Arbitration Association has provided. Unless we're prepared to treat arbitration as a short-cut to justice, we're wasting time.

MITCHELL WOLFSON, *Theatre Owners of America*—We come to this meeting with humility and the spirit of compromise. We can't have unity without that spirit. This is one of the most important days in industry history—we hope the most important day. We have one duty: to the American people. We must see to it that the industry continues to furnish recreation for the masses as no other industry can. Let us have an end of bickering, of name-calling, of pettiness, and of all those insidious factors which weaken us to the point of making us easy and attractive targets for those who prey upon us. We have every reason to believe that the courts, the Department of Justice and all the exhibitors of the country want to see an industry system of arbitration functioning as speedily as possible.

H. V. (ROTUS) HARVEY, *Western Theatre Owners*—If we don't agree in New York, let's transfer the meeting to the West Coast where we can agree. The last arbitration system was expensive and immature. What we want now is a simple system without courts of law—one that is understandable enough to be used and not constantly subject to Department of Justice interpretation. WTO for long has had such a system in use. Let's not make this meeting merely a chance to say "hello."

WILLIAM F. RODGERS, *Distributors Negotiating Committee*—We're prepared to negotiate. We've studied the proposals submitted by Allied and TOA and have no counter-proposals. We're ready to discuss every subject that is possibly arbitrable. We come open-minded, welcome the opportunity to discuss, have the sincere hope a solution can be found, and appreciate the prompt acceptances of invitations to the meeting. Let's look to the future, not the past. Some subjects will take time, and possibly conciliation will have to be adopted for some phases of a system. As a sales manager I myself spent much more time consulting with lawyers than I did selling.

Two 'Encore' Trailers

Emphasizing the special handling being given W. Somerset Maugham's "Encore," Paramount has prepared two trailers for the film, one for "art" houses only, and the other for "regular" theatres.

Swanson to Mexico May 5

MEXICO CITY, April 22.—Gloria Swanson is due here May 5 to start on a series of TV shorts for which she contracted with Miguel Aleman, Jr., the President's son, and a film video producer.

AFL Film Council Hits Rep. Jackson On 'Red' Problem

HOLLYWOOD, April 22.—The AFL Film Council today voted unanimously to challenge Representative Donald L. Jackson's statement, made last week to the Kiwanis Club, to the effect that guilds and unions must "clean house" of Communist members.

The Council dispatched the letter to Jackson reading in part: "As one of the pioneers in the fight against Communist infiltration in film studios some years ago, Hollywood AFL Film Council, representing more than 20,000 studio workers, cannot allow to pass unchallenged your blanket condemnation of Hollywood guilds and unions in a speech before the Kiwanis Club. Long before the public had its eyes opened to the Communist menace, AFL unions and guilds in Hollywood were battling Communists in every way within their legal rights.

"This fight has been overwhelmingly successful in preventing Communists from controlling or influencing any AFL union or guild having studio contracts today. No AFL union or guild wants any Communist as a member. But if any Communist is presently a member, and his union or guild should oust him from membership because of his party membership, that Communist could keep right on working in studios for the simple reason that the Taft-Hartley Law, which you voted for, prevents a union with a union shop contract from denying work opportunities to a person because he is a Communist. Why do you not amend the Taft-Hartley Law in order to allow a union to effectively discipline its members for a compelling reason other than non-payment of dues. The House Un-American Affairs Committee and Congress could do a real service to our country and to both management and labor if they would take whatever legislative action is needed to control or outlaw the Communist Party."

McCarey Extends Stay

Leo McCarey, Paramount producer-director, has extended his stay here indefinitely. He was to have returned to the Coast today. While here McCarey will hold a series of magazine, newspaper, radio and television interviews.

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Says Merger Is 'Desirable'

WASHINGTON, April 22.—United Paramount Theatres director, Robert Wilby, said today that the future of UPT is "problematical" in view of the Paramount consent decree and that it would be "desirable" for his company to merge with the American Broadcasting Co.

Wilby added nothing else to this statement, made at the Federal Communications Commission's Paramount hearing. In other phases of his testimony he was questioned on rental agreements, the sale of films for theatres and television, and the comparative merits of each medium. All of these topics have been thoroughly covered previously in the examination of other witnesses in the UPT-ABC merger case.

Paramount Pictures president Barney Balaban is expected to take the stand tomorrow for questioning by FCC counsel.

Detail TV Costs

(*Continued from page* 1)

to using the information at the coming FCC hearings. Industry officials feel they need the figures to show the Commission that the common carrier facilities will be too expensive and that the industry needs its own special frequencies. If the request were not made for the A.T. and T. information until the hearing was underway, film officials pointed out, A.T. and T. would undoubtedly ask for a postponement to give it time to work up the information, and the hearing would again be delayed.

Two Industry Groups

The two industry groups set up a New York-to-Washington transmission system, with six competing networks each using a 10-megacycle band width. Officials said this would be "typical of the system which we will propose to the FCC for nationwide use."

A.T. and T. was asked to estimate how long it would need to install any transmission lines not already in place and what the costs would be for partial and total use of all lines. MPAA and NETC said the tariff should provide a minimum charge for three hours' use with an additional charge for each hour beyond three. The charges would be for actual program transmission time only and not for testing time. It was stated that separate prices should be supplied for both fixed and mobile links from the source of the program to the transmitter, for one-way and for reversible inter-city transmission and for regular and occasional use of links from the inter-city line to the theatre outlet. Separate prices were also asked for video and audio signal transmission costs, although it was admitted that the two would probably be contracted for as a unit.

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Television--Radio

Comment and Opinion

THE big atomic blast went off at 12:30 P. M. (E.S.T.) yesterday on the Nevada proving ground and if the sight was a devastating one, TV viewers were hardly in a position to tell. Coverage of the explosion was marred by technical difficulties, with the picture unclear even before the event and both the video and audio portions of the telecast frequently interrupted by breakdowns. The screen blacked out immediately after the blast, which was observed from 40 miles away. Only the barest outline of the typical mushroom-cloud formation could be discerned before the image flickered away.

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The extent to which television has hurt the radio broadcasting end of the business was brought to light last week in revenue estimates for 1951 released by the FCC. Combined radio and television income totaled a peak $694,900,000 in 1951, compared with $550,400,000 in 1950. That's an increase of more than 26 per cent.

Television alone accounted for $239,500,000 which, when compared with the $105,900,000 TV income in 1950, spells out a 126 per cent improvement. The combined income of AM and FM broadcasters in 1951 totaled $61,800,000, a drop of 9.4 per cent from 1950. The FCC showed that AM stations took in 2.4 per cent less in total revenues compared to previous years.

☆ ☆ ☆

Despite the limitations of a half-hour format, "The Stu Erwin Show—Trouble with Father" over ABC-TV Friday nights is one of the most consistently enjoyable and satisfying shows on the air, carrying special and pronounced appeal for the family audience. Filmed by Roland Reed Productions and produced by Hal Roach, Jr., the program appears regularly with a full measure of fun and entertainment, built around situations such as an average family might encounter. Stu Erwin and his wife, June Collyer, are excellent in their parts and little Sheila James is a real TV find. Howard Bretherton's direction accents the simple charm of the show. General Mills sponsors the program, one of the real bright spots on the ABC-TV schedule.

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When they started in the entertainment business together some 20 years ago, their first radio show went on the air in San Francisco and netted them all of $17.50. Today, the "Three Johns"—John Nelson, John Masterson and John Reddy—have parlayed imagination and teamwork-enterprise into a lucrative business as radio and TV packagers and producers. The inseparable trio was responsible for starting the give-away cycle on radio and from their fertile minds have come the ideas for some of the most popular shows on the air. Their biggest current production is "Bride and Groom," a daily quarter-hour show on CBS-TV on which the partners have married some 1,300 couples and given away about $2,500,000 in prizes, all of them donated by manufacturers in return for that much-valued plug on the show. In the past they have been responsible for such durable hits as "Breakfast in Hollywood," "Live Like A Millionaire"—returning in the fall—"The Continental" and the radio show starring Mrs. Roosevelt. Nelson is the performer-producer, Masterson takes care of sales and ideas, and Reddy devotes himself to promotion and writing. The three Johns are currently buzzing with ideas for the fall season. Their door, they say, is wide open to anyone with suggestions.



John Nelson

☆ ☆ ☆

A cross between an educational show and an entertainment program with its peculiar brand of dramatic punch, "Meet the Press" on NBC-TV Sunday afternoons is way ahead of other shows of its type. Last Sunday, Secretary of Commerce Charles Sawyer braved the cross-fire questioning by a group of correspondents. He made a very topical, if not too communicative guest. Although Martha Rountree is the moderator, Lawrence Spivak, permanent panel member, seems to be pretty much in charge and this at times makes for viewer confusion. Monday morning headlines are frequently made by guests on "Meet The Press," attesting to its considerable stature.

FRED HIFT

Meet on New UPT-TV Plans

Meetings between educators and United Paramount Theatres' officials, looking toward the inauguration of a series of theatre television programs in the education field, are expected to get underway here within the next few weeks.

This was revealed here yesterday in the wake of the seminar held at Ohio State University on the use of the theatre television medium for educational purposes. The seminar was addressed by Irvin P. Sulds, of UPT's programming department, who outlined his and Robert H. O'Brien's views on the educational use of the medium. O'Brien is secretary-treasurer of UPT.

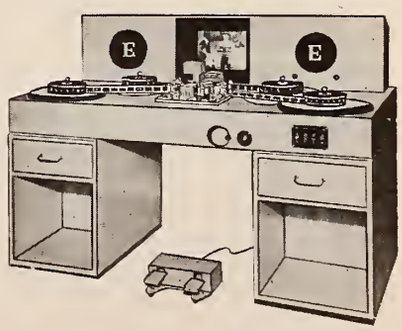
Good Revenue Potential

The response of those attending the Institute for Education by Radio and Television session was described as "enthusiastic" by Sulds, who saw the possibility of a theatre TV teacher-in-training course being launched this summer. Although such programming would fall under the classification of "public service," the revenue potential to participating theatres was termed "excellent" by Sulds.

The plan calls for the establishment of various professional educational groups which would produce the program, allowing teachers in various sections of the country to participate in lectures by way of theatre TV—lectures given by top university professors in various educational fields. The programs, according to present plans, would be on Saturday mornings, during off-theatre hours.

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Arbitration

(Continued from page 1)

was directed to report back to the conference at this morning's session. Members are: Alfred W. Schwalberg, Paramount, chairman; Rotus Harvey, WTO; Mitchell Wolfson, TOA; Leo Brecher, MMPTA, and Wilbur Snaper, Allied.

The conferees said they agreed they had made progress yesterday and that no areas of "real controversy" had developed in the initial discussion on arbitration procedures.

Started at 1:30 P.M.

The arbitration conference went to work in the College Room of the Astor at 1:30 P. M. yesterday after approving a plan for rotating chairmen of the meetings with each daily session, electing Rodgers chairman of the first session and voting to exclude the press from the conferences.

In addition, the conference requested the trade press to publish only the official statements which its publicity committee will hand out daily and to make no other effort to obtain news of the daily sessions. MOTION PICTURE DAILY has not acquiesced.

On taking over the chair at the first session Rodgers stated the conference hoped to conclude its meetings this week. In that event, the individual participating organizations would take the proposals back to their boards of directors or to membership meetings for ratification, possible amendment or rejection with further recommendations, or such other action as might be deemed appropriate by the organizations.

Following that, another conference would be called for whatever further moves were indicated to be in order.

75 in Attendance

Nearly 75 persons were in attendance at the preliminary session which was called to order at 11 A. M. by Eric Johnston, president of the Motion Picture Association of America. They included company executives, delegates and unofficial representatives of the participating organizations, attorneys, MPAA personnel and trade press representatives. The morning session was a brief one and was followed by a luncheon at which the MPAA was host.

The official delegates consist of the following:

For exhibition: Edward N. Rugoff, Leo Brecher, Emanuel Frisch of Metropolitan Motion Picture Theatres Association; Harry Brandt, Max A. Cohen, Milton Weisman, Independent Theatre Owners of New York; Mitchell Wolfson, Herman Levy, Si Fabian, Theatre Owners of America; Rotus Harvey, William J. Conners, L. S. Hamm, Western Theatre Owners; Wilbur Snaper, Nathan Yamins, Abram F. Myers, Allied States.

Distribution Representatives

For distribution: W. F. Rodgers, Loew's chairman; Al Lichtman, 20th-Fox; Robert Moehric, RKO Radio; A. Montague, Columbia; Austin Keough, Paramount; Robert W. Perkins, Warner and Adolph Schimel, Universal. The distribution committee represents the eight major companies and Republic and Allied Artists-Monogram.

In addition to the official delegates, virtually all company sales managers were present or represented at the first closed session yesterday afternoon and, with MPAA personnel, those attending numbered approximately double the official list of 22 delegates and counsel. Names of those attending are published elsewhere in this issue.

Under the rotating plan of chairmen for ensuing sessions, participating organizations in alphabetical order will designate one of their representatives to serve. Thus, Allied will name the chairman of today's session, with Snaper, Allied president, as the designee; ITOA will chair the third session, with Brandt, its president, the choice; MMPTA, with Brecher, its board chairman; TOA, Wolfson, and Western Theatre Owners, Harvey, following in that order.

Wanted to Name Rodgers

On Harvey's nomination, the meeting first attempted to name Rodgers as permanent chairman of the conference but he declined on the ground that it would be improper for him to preside while acting as chairman of the distributors' committee. The proposal for a rotating chairmanship was then made. After opposition from Harvey to that plan, the meeting was asked to vote for either a rotating or a permanent chairmanship plan. The latter won and Keough nominated Harvey for permanent chairman. Harvey also declined the post so, with the champion of permanent chairmanship eliminating himself from serving, the meeting voted again on the two plans and reversed itself by voting for the rotating arrangement.

Snaper proposed that since distributors were the host group, their chairman, Rodgers, should preside at the first session. The conference approved.

The temporary impasse concerning selection of a first chairman and inability to agree immediately on the permanent or rotating plan, inspired some byplay among the conferees. One observed, "We're stuck on the first problem. Let's arbitrate it."

Soon after, as both Rodgers and Harvey declined nominations, Johnston said: "It's beginning to sound like the COMPO presidency."

His reference was to the number of persons who for one reason or another have been obliged to decline the presidency of the Council of Motion Picture Organizations in recent weeks.

Publicity on the sessions will be funnelled through a committee consisting of one member representing each participating organization, with H. M. Richey of Loew's, general secretary of the conference, as committee secretary, and with one or two MPAA representatives as aides.

After the morning session had been opened by Johnston, he called upon representatives of each delegation to address the conference. Highlights of the remarks of each are published elsewhere in this issue.

The current effort to establish an industry arbitration system is the first since the demise of the motion picture arbitration tribunals operated by the American Arbitration Association. The system was established in 1940 pursuant to the consent decree in the government's anti-trust suit. Maintenance of the tribunals and the appeal board by distributors was discontinued in 1949 because an insufficient number of exhibitors were making use of them.

Felt Rules Restrictive

Exhibitors, for their part, felt that the rules of that arbitration system were too restrictive and that the operation of the system was both costly and time-consuming.

The only previous experience of the industry with an official arbitration practice was in the 1920's through compulsory arbitration clauses included in most license agreements. They were knocked out in 1929 by a ruling of the late Thomas D. Thacher, who held that the compulsory aspect of the arbitration clauses rendered them illegal.

Exhibition, for the most part, has continued over the past few years to urge and champion a new, all-inclusive arbitration system for the industry, which could be utilized at low cost and could function with a minimum of delay. In its absence, litigation within the industry has increased from year to year. Distribution's current willingness to join in efforts to establish a new arbitration system are, in the main, influenced by the need to curtail the ever-increasing litigation.

50 From Distribution and Exhibition Here for Start of Arbitration Meet

Some 50 distribution and exhibitor organization representatives attended the opening session yesterday of the all-industry arbitration conference at the Hotel Astor here. Most of them remained for the luncheon and the first executive session which followed. A large contingent of trade press representatives also was present at the opening session.

The initial gathering included: Barney Balaban, Austin Keough, Robert J. Rubin and Alfred W. Schwalberg, Paramount; W. H. Clark and Robert Mochrie, RKO Pictures; Jack Cohn, Abe Montague and Irving Moross, Columbia; Al Daff, Charles Feldman, John J. O'Connor and Adolph Schimel, Universal; Morey Goldstein, Monogram; J. R. Grainger, Meyer H. Lavenstein and Richard G. Yates, Republic; B. G. Kranze, United Artists; Howard Levinson, R. W. Perkins, Samuel Schneider and Maj. Albert Warner, Warner Brothers; Al Lichtman, 20th Century-Fox; Charles Reagan, William F. Rodgers, J. Robert Rubin and Henderson M. Richey, Loew's-M-G-M.

Also, Harry Brandt and Max A. Cohen, ITOA; Leo Brecher, Emanuel Frisch, D. John Phillips and Mitchell Klupt, MMPTA; S. H. Fabian, Herman M. Levy and Mitchell Wolfson, TOA; H. V. (Rotus) Harvey and L. S. Hamm, WTO; Abram F. Myers, Wilbur Snaper and Nathan Yamins, Allied; Eric A. Johnston, Ralph D. Hetzel, Jr., Sidney Schreiber, Arthur DeBra, Kenneth Clark and Tim Clagett, MPAA.

RKO Theatres

(Continued from page 1)

cree. It further explained, before giving the earnings estimate for 1950, that "it is difficult to furnish exactly comparative figures."

Detailing the earnings of its 92 theatres, the report stated that the net profit for 1951 was broken down into $1,122,500 derived from operations, and $199,500 from the disposition of capital assets. The net profit amounts to about 34 cents per share on 3,914,913 shares outstanding, it was added.

For 1951 box-office receipts totaled $29,550,000, as against $32,300,000 for 1950, according to the report. The decline in business was attributed to the impact of home television, the high cost of living and the increase in personal income and other taxes.

In the first quarter of 1952, the company said that box-office receipts show a decline as compared with those for 1950. Due to this decline, it was added, the board of directors has decided to defer consideration of the question of a dividend until later in the year.

Under the heading of "Other Income," the company stated that in 1951 income from various concessions in the theatre has shown an increase over the previous year and income derived from the rental of the commercial areas of properties shows improvement.

The report labelled the admission tax "discriminatory" and said that "a reduction or elimination of such tax would have a stimulating effect upon the earnings of your company."

In reference to product, the report stated that top quality pictures do as much business as formerly but pictures of lesser quality now attract substantially fewer patrons.

Current assets as of Dec. 31, 1951 were listed at $12,192,000, consisting almost entirely of cash and U. S. government securities, while current liabilities were put at $3,720,000, leaving a net working capital of $8,472,000. This compares with the net working capital on Jan. 1, 1951 of $7,658,000, the report stated.

The funded and other long term debt as of Dec. 31, 1951 was $22,339,000, representing a reduction of $1,099,000 during the year, the stockholders' statement added.

It further disclosed that RKO Theatres is planning two additional installations of television sets for Cincinnati and New York.

3 Hours to Get Story To Trade Press

First effort of the industry arbitration conference's press committee yesterday to process its first release to the press under the executive-session ruling adopted by the conferees was marked by confusion and delay.

Yesterday's closed session adjourned about 4:30 P.M. Six press committee members, a general secretary and several aides then went into a huddle, each with his separate set of notes, to decide what the press should an should not be told. It was a good three hours later before a weary messenger delivered the opus to press offices, just over one typewritten page in length.

On the committee are: Wilbur Snaper, Harry Brandt, Emanuel Frisch, Mitchell Wolfson, L. S. Hamm and Al Lichtman. H. M. Richey of Loew's is general secretary to the committee, and several MPAA representatives serve as aides.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 80 NEW YORK, U.S.A., THURSDAY, APRIL 24, 1952 TEN CENTS

Agree on National and Local Arbitration Staffs

Allied, TOA, Distributors to Have 3; ITOA MMPTA, WTO 1 Each on National Comm.; Exhibition-Distribution Equal Locally

An organizational plan for a new industry arbitration system providing for a national administrative committee and for local arbitration committees in every exchange area was approved by the arbitration conference yesterday in session at the Hotel Astor here.

Complete in all but minor details, the organizational plan approved by the conference provides for a 12-member national administrative committee comprised of three members each from Allied States, Theatre Owners of America and distribution, and one member each from Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association and Western Theatre Owners.

Any seven accredited representatives would constitute a quorum of the committee. It will select its own chairman for a one year term, and thereafter the chairmanship will be rotated among the member organizations.

The national administrative committee would be empowered to engage an executive secretary and such staff personnel as may be necessary in line with the conference's decision to keep costs of the entire system at a minimum.

Among the duties of the committee would be the preparation of all in-

(*Continued on page 7*)

Arbitrable Subjects On Today's Agenda

Consideration of subjects and issues that could be arbitrated, including such controversial items as film rentals, is on the agenda for today's two sessions of the all-industry arbitration conference, it was reported following yesterday's meetings.

Hold Outlook Dim for Cut In ATT Costs

Line Company Receives MPAA, NETTC Cost Bid

The outlook for a revision downward of theatre television line costs in the forseeable future was considered dim yesterday as American Telephone and Telegraph spokesmen pointed to previous A.T. & T. statements that the cost structure would remain unaltered.

A bid to decrease line costs, which are $1 per air mile per hour for intercity theatre video transmission, was sounded recently by Nathan L. Halpern, president of Theatre Network Television. The Motion Picture Association of America and the National Exhibitors Theatre Television Committee have also asked A.T. & T. for detailed information on charges.

Asked to comment on the two recent developments, an A.T. & T. spokesman would only say his company received the joint MPAA and NETTC bid. However, the position of the

(*Continued on page 6*)

U. S. Navy Is A Big-time Producer

CHICAGO, April 23.—Uncle Sam's Navy is one of the world's largest producers and distributors of motion pictures, and much of its footage reaches theatre screens, through background shots acquired by Hollywood for regular features, and through timely material released to the newsreels.

This was disclosed to delegates attending the 71st semi-annual convention of the Society of Motion Picture and Television Engineers being held this week at the Drake Hotel here.

In a report on the Navy's production program, Lieut. Commander Wilson R. Cronenwett, head of the motion picture branch of the Naval Photographic Center, disclosed that 6,091 films have been produced since 1941.

Newsreels to Pool Olympic Coverage

American newsreels have concluded a deal with the Olympic Film Committee in Helsinki for the coverage of the Olympic games this summer, it was disclosed here yesterday by Walter Ament, chairman of the American Newsreel Association. The five major newsreels will have a pooling arrangement on coverage.

Kalmenson to Open W. B. Meet Today

PITTSBURGH, April 23.—The second in a series of three Warner Brothers sales meetings will be opened here tomorrow by Ben Kalmenson, distribution vice-president, at the William Penn Hotel. There will be a session Friday, too.

Mort Blumenstock, advertising-publicity vice-president, will outline promotion plans for the summer and fall product which will be discussed.

Jules Lapidus, Eastern sales manager, will head the sessions, with the following also attending:

Eastern district manager Norman J. Ayers, New York, branch manager R. R. Smith, Albany, and salesmen R. J. Halliday, R. Lavine; branch manager George Horan, Boston, assistant branch manager W. Twig, and salesmen J. McCarthy, W. Kumins, E.

(*Continued on page 6*)

Denies SWG Petition For RKO Arbiter

HOLLYWOOD, April 23.—In a decision which could have far-reaching effects, Superior Court Judge Roy L. Derndon denied Screen Writers Guild's petition for the court to appoint an arbiter to represent RKO Pictures in arbitration of the SWG-RKO dispute over writing credits on "The Las Vegas Story."

Although the SWG basic contract with all studios gives the Guild authority to designate screen credits, and provides procedure for setting possible disputes by arbitration, this was the first time the clause prescribing recourse to a court appointment in case a studio declines to name an arbiter has been called into effect.

Herndon said in part, "This controversy is between the writer and producer. The rights of the union

(*Continued on page 6*)

WHAT THE ARBITRATION MEET ACCOMPLISHED YESTERDAY

HIGHLIGHTS of the progress made yesterday by the industry arbitration conference in session here included the following:

Approval of major phases of an organizational plan to administer a new system of industry arbitration.

National administrative committee to consist of 12 members: three each from Allied States, Theatre Owners of America and distribution; one each from Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association and Western Theatre Owners.

Local administrative committees in each exchange area to be manned equally by local exhibition and distribution representatives.

Designation of duties for national and local committees. (See accompanying story).

Expenses of operations of boards to be held to a minimum. Financing and provisional budgets to be determined before conference concludes.

A conciliation system, to be utilized prior to arbitration approved.

Meet Today to Plan Compo Roundtable

Plans for this year's Council of Motion Picture Organizations' round-table conference on production, distribution and exhibition problems and prospects will be set today at a meeting here between H. V. (Rotus) Harvey, COMPO roundtable chairman, and COMPO administrators Arthur L. Mayer and Robert W. Coyne.

Harvey, who is attending the industry arbitration conferences as a delegate from the Western Theatre Owners, said yesterday he will meet this morning with Mayer and Coyne. Harvey will return to the Coast on Sunday.

Simonelli Elected Convention Delegate

Charles F. Simonelli, Eastern advertising-publicity manager of Universal, has been elected a delegate to the national Democratic convention which will be held this summer in Chicago.

Elected in Tuesday's New York State primary as a delegate from the 12th District, Brooklyn, Simonelli, who is 29 years old, will be one of the youngest delegates at the convention. He is believed to be one of the very few from the industry who will be a convention delegate.

Rake Up B & K Past In Para. Hearings

WASHINGTON, April 23. — Balaban and Katz's reported attempts to suppress competition in the Detroit and other areas during mid-1920's were raked up today by Federal Communication Commission counsel in the Paramount hearing.

Attorneys for the Commission introduced dozens of photostated letters and documents dealing with B. and K. during that period. Many of them, which were taken from the department file, indicated that the company had in certain instances considered and tried various methods of ruling out competition.

The documents were brought in as evidence during the return to the stand of Paramount Pictures president and former B. and K. head Barney Balaban. They were met with vigorous and continued objections by his attorney, Paul Porter, who stressed the "remoteness" of the period referred to in FCC questioning and said the FCC should consider that any anti-trust violations by B. and K. were not recent.

FCC counsel replied that the Paramount consent decree did not "absolve" Paramount from explaining its anti-trust violations. "We think we are under a duty," FCC attorney Frederick Ford said, "to show that the violations were deliberate and willful."

Balaban will return to the stand tomorrow.

Daff Abroad on New Distribution Setup

Alfred E. Daff, Universal Pictures sales vice-president, will leave New York today by plane for Europe on one of his quartely trips. He will be gone for 17 days, visiting Paris, Vienna, Frankfurt and London for a general survey of conditions, and while in Vienna, he will study a possible distribution setup for Universal in light of the pending dissolution of the Motion Picture Export Association operation in August.

In Paris, Daff will meet with Harry Novak, Continental European supervisor, on general conditions. In London he will confer with Universal distribution representatives.

Personal Mention

GAEL SULLIVAN, on leave-of-absence as TOA executive director, will leave here tomorrow for Washington where he will make his headquarters at the Hotel Raleigh as campaign manager for Presidential candidate ESTES KEFAUVER.

•

MORRIS HELPRIN, U. S. representative for SIR ALEXANDER KORDA, has left here for London. He will tour Europe with KORDA and return on May 12.

•

DUDLEY WILKINSON of M-G-M's Eastern talent department, announces the birth of a son, RICHARD, born Tuesday.

•

LES DEMBER, motion picture copy chief of Buchanan and Co., and his wife announce the birth of a second son.

•

JAMES HOWELL and BARNEY WARRICK, executives of National Drive-in Theatres of Southern California, are in San Francisco.

•

SCOTT R. DUNLAP, Allied Artists producer, and his wife, have arrived here from a three months tour of Europe.

•

ROBERT DOWLING, president of City Investing Co., will fly to England from here on Tuesday.

•

ILYA LOPERT, president of Lopert Films, will leave here by plane for London on Tuesday.

•

CHARLES (DOC) BEARD, researcher for Walt Disney Studios, will fly to London from here today.

•

GEORGE DEMBOW, general sales manager of National Screen Service, will fly to Europe from here on Saturday.

ARTHUR B. KRIM, president of United Artists, will arrive in New York next week from the Coast.

•

JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGUE, vice-president; JOSEPH MCCONVILLE, vice-president; A. SCHNEIDER, vice-president and treasurer, and PAUL LAZARUS, JR., New York studio representative, have returned here from the Coast. Tomorrow, NATE B. SPINGOLD, vice-president, and LEO JAFFE, assistant treasurer, are expected back from Hollywood.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, was in Washington yesterday and is expected to return here today to attend the continuing industry meeting on arbitration.

•

HERMAN ROBBINS and SAM DEMBOW, JR., charter members of the Off-the-Record Club, met in extraordinary session at the 21 Club here yesterday.

•

JOSEPH M. SCHENCK, executive production head of 20th Century-Fox, is scheduled to leave here today or tomorrow for the Coast.

•

E. M. SAUNDERS, M-G-M assistant sales manager, and JAY EISENBERG of the legal department, will leave here for San Francisco on May 2.

•

Y. FRANK FREEMAN, Paramount studio head, has returned to the Coast from New York.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, was due here from the Coast last night.

•

RICHARD A. HARPER, M-G-M circuit sales contact, will leave here for Albany on Tuesday.

AMPA Election to Be Held Today

Howard McWilliams is due to be reelected today for a second term as president of the Associated Motion Picture Advertisers at the annual meeting to be held here at Trader Tom's Restaurant.

The full slate of officers follows: Lige Brien, vice-president; Albert Floersheimer, Jr., treasurer; Edgar Goth, secretary, and a nine-man board of directors consisting of McWilliams, Brien, Floersheimer, Goth, Miriam Brandon Moses, Gordon White, Blanche Livingston, Vincent Trotta and Rutger Neilson. Three trustees proposed are Marjorie Harker, for a three-year term; David Bader for two years, and Chester Freidman for one year.

This year's nominating committee included Ray Gallagher, Howard LeSieur, Francis Winikus, Ray Gallo, Vivian Moses, Chester Freidman and Charles Alicoate.

MOT Film Opens Apr. 29

March of Time's "If Moscow Strikes" will have its premiere at the Guild Theatre here on April 29.

Study Extension of 20th-Fox Newsreels

The demand for the new 20th Century-Fox newsreel "special," a 17-minute additional wrap-up of news pictures, has been such that 20th-Fox is currently studying its entire newsreel set up, looking toward more extensive newsreels for theatrical distribution, Peter Levathes, 20th-Fox short subjects sales manager, disclosed here yesterday.

Levathes said there are at present 14 newsreel theatres being supplied with the "specials," in addition to a number of single-bill houses. The "specials," Levathes explained, were launched to stimulate theatre interest in newsreels and are offered in limited situations as an extra attraction with the regular bi-weekly 20th-Fox seven-minute reel.

The growing size of 20th-Fox's newsreel operation, which Levathes described as the biggest in the history of the company, is indicated by the footage now processed weekly. Levathes said 20th-Fox newsreel releases each week now include the regular 1,250 feet, 1,800 feet for "specials" and 7,000 feet for home television.

$186,977 Republic Net for Quarter

Net profit of $186,977 for the 13 weeks ended January 26 was reported here yesterday by Republic Pictures. The net was after normal and surtaxes totaling $205,000.

The $186,977 income compares with a net of $227,495 for the same period in the previous year, after a $180,000 provision for taxes. Income before taxes was $391,977 and $407,495 for the respective periods.

UPT Directors Up For Reelection

The reelection of United Paramount Theatres' 13 directors is urged in management's proxy statement to stockholders, issued in preparation for UPT's annual stockholders meeting here on May 20.

The slate includes John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Leonard H. Goldenson, Walter W. Gross, Robert L. Huffines, Jr., William T. Kilborn, Walter P. Marshall, Robert H. O'Brien, Herbert J. Schwartz and Robert B. Wilby.

It was further reported that president Goldenson received a salary of $181,000 in 1951. Other directors and officers of the corporation who received more than $25,000 remuneration for the year include: Gross, $46,850, plus a $5,000 bonus; Robert W. Weitman, vice-president, $46,850, bonus $5,000; Edward L. Hyman, vice-president, $46,850, bonus $5,000; O'Brien, $46,850, bonus $5,000.

Balaban as president of Balaban and Katz received a salary of $104,000, plus $15,989 as a share in profits; Blank, president of Tri-States, received $95,744 as a share in profits, and Wilby, $52,182 as a share in profits.

Shane, Lushings in Investment Firm

HOLLYWOOD, April 23.—Maxwell Shane of Shane-Tors Productions, and Alfred and Sidney Lushing, prominent realtors associated with Henry J. Kaiser in the development of Panorama City, have formed the Lushane Investment Co. The company will invest in motion pictures, television and related interests.

First project is to advance second money to finance "The Glass Wall" which Shane will direct for Shane-Tors. Vittorio Gassman and Gloria Grahame will co-star for United Artists release.

Change in Howard Fete

BOSTON, April 23.—The 10th anniversary luncheon of Affiliated Theatres of Boston honoring Arthur K. Howard, president of that organization, will be held at the Sheraton Plaza Hotel here instead of at the Hotel Statler, as previously scheduled. The date remains the same, Tuesday, May 6.

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RANDOLPH SCOTT



He comes tearing in with a gun and a grin to carve a new notch in the Silver Belt of Nevada!

Kincaid, the trouble-shooter – against the notorious Kid-Glove Killer-Band that ravaged the Comstock Lode!

WARNER BROS. PRESENT

CARSON CITY

COLOR BY WARNERCOLOR

WITH LUCILLE NORMAN RAYMOND MASSEY SCREEN PLAY BY SLOAN NIBLEY and WINSTON MILLER DIRECTED BY ANDRE DeTOTH PRODUCED BY DAVID WEISBART

TRADE SHOW APRIL 30

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 1:30 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS S'renco Screening Room 3143 Olive St. • 1:00 P.M.

WASHINGTON Warner Theatre Building 13th & E. Sts. N.W. • 2:30 P.M.

Among all major magazines... **Look** does th

for Motion Pictures



LOOK consistently devotes more editorial space to motion pictures than *any* other major magazine.

In every issue of LOOK more than 18,453,000 readers find graphic, exciting articles on Hollywood productions and personalities.

Every issue of LOOK carries widely quoted motion picture reviews.

And every year, the coveted LOOK Motion Picture Achievement Awards focus national attention on the outstanding accomplishments of the motion picture industry.

In short, LOOK is a *movie-minded magazine* with a vast audience of *movie-minded readers.*

And LOOK reaches its movie-minded millions at a lower cost per 1,000 readers than *any* other major magazine.

No wonder motion picture advertising in LOOK is so profitable. No wonder motion picture companies place more advertising pages in LOOK than in *any* other major magazine.

Number of EDITORIAL pages devoted to Movies in 1951

Look	**155.7**
Life	114.9
Time	82.8
Cosmopolitan	75.6
Redbook	74.4
Newsweek	71.3
Parents	56.6
Coronet	53.2
Saturday Evening Post	51.4
Collier's	41.4
Seventeen	38.2
True Story	26.7
Good Housekeeping	24.1
Woman's Home Companion	23.2
McCall's	21.5
American	18.2
Ladies' Home Journal	—

Source: Magazine Editorial Reports, The Lloyd H. Hall Co.

Number of Movie ADVERTISING pages carried in 1951

Look	**42.25**
Life	35.50
Saturday Evening Post	30.25
Collier's	27.50
Cosmopolitan	17.56
Redbook	13.61
Parents	12.30
Good Housekeeping	12.29
Seventeen	12.00
Woman's Home Companion	11.00
McCall's	10.75
True Story	8.96
American	8.94
Time	7.98
Coronet	7.00
Ladies' Home Journal	6.25
Newsweek	5.66

Source: Publishers' Information Bureau

greatest pre-selling job



UNIVERSAL PICTURES COMPANY, INC.
UNIVERSAL-INTERNATIONAL PICTURES
UNIVERSAL CITY, CALIFORNIA

OFFICE OF
VICE PRESIDENT
IN CHARGE OF
PUBLICITY & ADVERTISING

Mr. Vernon C. Myers, Publisher
LOOK Magazine
488 Madison Avenue
New York 22, N. Y.

Mar. 13
1952

Dear Vern:

I think you'll be pleased to learn of our complete satisfaction with the results of our national magazine campaign on "BEND OF THE RIVER". From every indication this picture will outgross anything we have placed in release since 1947. A full measure of credit for the success of this picture is due to the double-truck, full-color spread we used in LOOK. It represented the largest expenditure for a single insertion in a magazine this company has ever undertaken.

It is interesting to note, in addition, that we used no other magazine advertising for this campaign with the exception of a single page in the Saturday Evening Post.

The forthcoming two-color, double-truck ad* in LOOK's issue of April 8 indicates our confidence in your publication's ability to produce movie-minded customers.

Kindest personal regards.

Sincerely,

David A. Lipton

And here's how movie advertising in **Look** pays off!

* *featuring Universal-International's "The Battle at Apache Pass"*

Look ...movies' greatest salesman

SWG Petition

(*Continued from page* 1)

are not primarily involved. The language of the arbitration provision was intended to exclude powers of arbitration over a matter of this kind."

RKO managing director of production Howard Hughes had refused to give screen credit on "The Las Vegas Story" to Paul Jarrico, as ordained by SWG, on the ground that he had fired Jarrico and scrapped his work after the writer refused to answer House Un-American Affairs Committee questions. Hughes had filed suit for declaratory relief from efforts by Jarrico to obtain screen credit, and Jarrico had countered with a suit for $350,000 against Hughes. SWG, stating its interest was solely in defending its basic contract against violation, had sought court appointment of an arbiter for RKO, which had declined to appoint its own in view of Hughes' published declaration that he would not abide by arbitration in this matter.

Howard Hughes, in a statement issued here tonight, stated, "It should be obvious now that Miss McCall and the group within the SWG which she represents, have really brought the guild into this dispute in order to enforce Jarrico's demands—not because of any duty or necessity on the part of the guild to intervene in the matter."

SWG president Mary McCall, Jr. issued a statement declaring the guild Courts to issue a *writ mandamus* to is preparing to petition the Appellate require the Superior Court to appoint an arbiter.

Neighborhood Theatres and Musicals Are Still Preferred in Milwaukee

Milwaukee, April 23.—The neighborhood theatre against the downtown theatre is still the favorite place to take the family for screen entertainment, and musicals are still the first film choice, with Westerns at the bottom of the list. These are the basic results of the 29th annual "Consumer Analysis" conducted by the Milwaukee *Journal*.

Of the 198,028, or 74.1 per cent of Milwaukee families with TV sets, 80 per cent prefers a neighborhood over a downtown theatre. Of those without TV, 77 per cent prefer a neighborhood.

Some 33 per cent of the TV owners and 42.8 per cent of the non-TV owners prefer musicals. In the order of choice, Milwaukee likes to see: A musical, comedy, romance, mystery, adventure, historical and Western.

The survey showed that TV set families go to the theatre less often than those without sets. Of those with sets, 29.5 per cent have not seen a film for more than a year.

Monogram in Strong Position, Says Broidy

HOLLYWOOD, April 23.—Monogram is in its strongest production position of recent years, president Steve Broidy told the board of directors at a meeting today. With 22 of its 39-picture 1952 program completed, Broidy said, decks will be cleared for a start on the 1953 program by early summer. Broidy paid tribute to Walter Mirisch for the progress shown since his recent appointment.

Mrs. M. O'Heron

BOSTON, April 23. — Mrs. M. O'Heron, mother of George O'Heron, director of the New England division of Jack H. Levin Associates, died here yesterday.

TODAY

A.M.P.A. ANNUAL MEETING

ELECTION OF OFFICERS FOR 1952-1953

And Other Business

12:30 NOON SHARP

Steak Lunch

$1.40 (plus tip)

MEMBERS ONLY

Vote on plans for coming year.
Bring Your Suggestions For A
Bigger and Better A.M.P.A.

Kalmenson to Open

(*Continued from page* 1)

Segal; branch manager C. G. Eastman, Buffalo, and salesmen H. L. Gaines, T. R. Pashley; branch manager Max Birnbaum, New Haven, and salesman A. Lombardi; branch manager Ben Abner, New York, local sales manager G. Solomon, and salesmen L. Jacobi, I. Rothenberg, L. Mayer.

Central district manager F. D. Moore, Pittsburgh, branch manager J. S. Abrose, Cincinnati, and salesmen J. P. Eifert, R. J. Burns, R. Salyer, L. J. Bugie, C. A. Schroeder; branch manager J. M. Wechsler, Cleveland, and salesmen E. Catlin, E. Sands, R. Blitz; branch manager C. W. McKean, Indianapolis, and salesmen C. J. Black, J. F. Goldman, R. S. Shrader; branch manager Jack Kalmenson, Pittsburgh, local sales manager P. Krumenacker and salesmen R. W. Lynch, S. Perilman, J. S. Retter.

Mid-Atlantic district manager Robert Smeltzer, Washington, branch manager William G. Mansell, Philadelphia, assistant branch manager G. Beilan and salesmen B. F. Bache, D. M. Cooper, G. D. Hutcheon, T. N. Noble; branch manager P. R. DeFazio, Washington; and salesmen O. Kantor, E. W. McKinley, C. R. Jarrett.

Home office executives attending will also include Norman H. Moray, short subjects sales manager; I. F. Dolid; Howard Levinson; Bernard R. Goodman, supervisor of exchanges; R. A. McGuire, auditor of exchanges; Larry Golob, Eastern publicity director; W. W. Brumberg, head of the field exploitation staff, and Charles Bailey.

Missouri Inundates Riverside Drive-in

KANSAS CITY, April 23.—The Missouri River has overflowed its dikes at points upstream from here, inundating the community of Riverside, including the Riverside Drive-in Theatre that was flooded a year ago. Another drive-in was previously flooded by the Missouri, that of Charles Otter of Kansas City, at Atchison, Kan., across the river from Atchison.

So far as learned, these are the only theatres in the Kansas City exchange area that have had to close because of the flood. Prints are reaching all theatres but these two.

Leslie Banks, Actor

LONDON, April 23.—Leslie Banks, 61, British stage and screen actor and producer, died at his home here on Monday. Banks, who was president of British Equity in 1948, made his first film in 1932, "The Most Dangerous Game."

Starr at 'Loyola' Opening

Martin Starr, commentator for station WINS, will handle the microphone for that station at premiere festivities at the Hollywood Theatre here for "Loyola, the Soldier Saint," which will be held this evening.

A. T. & T. Costs

(*Continued from page* 1)

company regarding its line and other charges was recalled, and the likelihood of A.T. & T. revising its cost structure without prodding by the Federal Communications Commission, was thereby lessened.

A.T. & T. has maintained that its line costs, which are registered with the FCC, are over-all charges and should be the same for every medium, whether it be home television, theatres, or private companies. The reason theatre TV line charges are $1, compared to the 20 cents paid for the same facilities per hour by home television is that theatre TV falls into A.T. & T.'s "occasional user" classification. A.T. & T. argues that if theatre TV would rent its line facilities with the regularity of home television on a monthly basis the charge to theatre TV would also be 20 cents instead of $1.

It was also pointed out that the cost, even at present levels, decline as additional theatres are brought into a TV network.

Other charges which many exhibitors have complained about include loop and installation charges. Loop charges range from $200 to $400 per month to theatres, while installation varies from no charge up to $500. Many of these charges are made by local telephone companies.

Clifford Odets Before House Comm. Today

WASHINGTON, April 23.—Clifford Odets is scheduled to testify in executive session before the House Committee on Un-American Activities tomorrow.

Elia Kazan, in his appearance before the Committee, had said that Odets, along with Kazan, had been a member of the Communist Party in the mid-'thirties, but that Odets had told Kazan that he'd left the Party at about the same time as Kazan.

Wilkinson Leaves Para. After 36 Years

HOLLYWOOD, April 23.—Ray Wilkinson, head of Paramount's studio camera and laboratory departments, has announced his retirement, effective May 3.

Wilkinson started with the company in 1916, when it was Famous Players Lasky, and has served continuously since then with the exception of two years of World War I duty with the Signal Corps. In 1935 he was made camera department head, but relinquished that post two years later when he was appointed laboratory superintendent. In 1944, Wilkinson again assumed the camera unit duties in addition to his laboratory supervision.

Clark 'Beating the Drum' for COMPO

LOS ANGELES, April 23.—M. R. (Duke) Clark, who recently resigned as Paramount's Southwestern division sales manager, is in Los Angeles after completing a tour which included Florida and many Southwestern states in which he visited with exhibitors and spoke in behalf of COMPO.

Clark is visiting a son, "Duke," Jr., and will leave April 27 with Mrs. Clark for the International Variety convention at Las Vegas. He will then visit another son, Robert, a sales manager for Paramount Pictures.

Daylight Saving Starts on Sunday

Daylight Saving Time, quite generally observed throughout the United States and Canada, will become effective at 2:00 A.M. on Sunday. It will end on Sunday, September 28, when the hour lost this weekend will be restored.

Theatre owners oppose DST because it makes an extra hour available for outdoor activities, in competition to the box-office.

Rugoff and Becker Show New Beekman

A reception was held here yesterday by independent circuit operators Rugoff and Becker for the unveiling of their new Beekman Theatre on 65th Street and Second Avenue. The house will open to the public next Monday with "Never Take No for An Answer," a Souvaine Selective Pictures release.

The new "luxury theatre" seats 550. Evening prices will be $1.20 for orchestra and $1.40 for loges. Joe Sinclair will manage. A policy of selective films will be maintained. The theatre is built of white brick trimmed with glass and stainless steel.

Among those attending the ceremonies yesterday were top industry figures and members of the press, radio and television.

RKO Publicists Pact To Be Signed Shortly

A $10 across-the-board general pay increase retroactive to last December 19, overtime pay, double severance pay and replacement of employes at established salaries will be included in a contract to be signed this week by RKO Theatres and AFL's Sign Pictorial and Display Union Local No. 230, covering the circuit's home office publicity and art departments, Joe Abels, the local's business agent, reported yesterday.

A week ago the union threatened to establish picket lines at RKO theatres in the Metropolitan area if the company did not sign a contract forthwith. Negotiations, begun last December, reached an impasse early this month. The pay increase was not an issue.

May 2 MPA Meeting Date Is Definite

May 2 has been definitely set as the date of the annual Motion Picture Association of America membership and board meetings in New York, Sidney Schreiber, MPAA secretary, said here yesterday. Although that date was set a few weeks ago, the question arose meanwhile as to whether the meeting could be held on schedule.

Eric A. Johnston, MPAA president, will depart for Europe on May 4. He will preside at both May 2 meetings.

Film Clinic at ITOO Convention

COLUMBUS, O., April 23.—William A. Carroll, Indianapolis, general manager of the national Allied Caravan Committee, will conduct a film clinic May 19 at the Independent Theatre Owners of Ohio convention at the Hotel Hollenden, Cleveland.

Arbitration Progress

(*Continued from page* 1)

structions, forms and records for use by local arbitration committees so that the machinery of the industry arbitration system would be uniform throughout the country.

The committee would also assist exhibitors and distributors in setting up local arbitration committees, and would provide information and advice when requested to do so by local committees in carrying out their duties under the arbitration plan.

The local arbitration committees would be designated by local exhibitors, exhibitor associations and distributors in each area. This plan takes into account the non-existence of either Allied, TOA or WTO regional units in some areas and the absence of representative organized exhibition in others.

Equal representation of exhibitors and distributors would be the rule on every local committee. Size of each such committee would be flexible and would be up to the decision of the exhibitors and distributors in the individual areas.

Each local committee would determine the number of employes, if any, to be engaged; and whether a separate office should be maintained. The local committees also would be responsible for the handling of such other administration details as are involved.

Principal Duties Set

Principal duties of the local committees would include receiving and recording all demands for arbitration in the area; notifying all parties designated in the demand for arbitration, and all other parties that might be affected by the award; designating under the rules the time and place of hearings in each case, and keeping such records of the cases as may be required by the rules, and furnishing certified copies of awards to all parties that were given notice of the hearings.

The drafting of specific plans to deal with selection of arbitrators was referred to a subcommittee which will report back later to the conference. Members of the subcommittee are: Herman Levy, TOA, chairman; Nathan Yamins, Allied; L. S. Hamm, WTO; Mitchell Klupt, MMPTA; Milton C. Weisman, ITOA, and Robert W. Perkins, Warners, distribution.

The plan of organization will be submitted by the conference delegates to their respective organizations for final approval. Thereafter, it will be submitted to the Department of Justice and the Federal court.

On the conference committee which drew up the organizational plan were the following: A. W. Schwalberg, Paramount, chairman; Rotus Harvey, Western Theatre Owners; Mitchell Wolfson, Theatre Owners of America; Leo Brecher, Metropolitan Motion Picture Theatres Association, and Wilbur Snaper, Allied States.

Conferees queried yesterday were vague about the probable costs of the proposed system, pointing out that it could not be accurately stated at this time what salaried personnel and rented quarters would be required for the national and local committees. There is an obvious desire on the part of the conferees to keep costs of the system at a minimum, and it was emphasized by some that there is no intention of setting up an elaborate system of national tribunals and three-judge appeal board which prevailed under the 1940 Federal consent decree and which cost the five companies supporting it $25,000 per month. There are presently 10 companies in the new arbitration fold.

Unofficial estimates placed the probable cost of the proposed arbitration system at $100,000 to $200,000 annually, depending upon the number of permanent offices and salaried employes needed, locally and nationally. The estimates are one-third to two-thirds less than the cost of the last industry arbitration system, which was $300,000 annually, including $78,000 for the three-judge appeal board.

Some exchange areas, it was pointed out, might not experience a sufficient volume of complaint filings to warrant incurring office rents and personnel salaries, whereas larger exchange centers might find it impossible to function without such factors.

Plans for financing the new conciliation-arbitration system were left to the following committee to devise: Al Lichtman, 20th Century-Fox; Harry Brandt, Independent Theatre Owners of New York; Nathan Yamins, Allied; Harvey; Si Fabian, Theatre Owners of America, and Emanuel Frisch, MMPTA.

Instead of an appeal board at the top as in the last system, the industry will have a conciliation procedure at the bottom, where initial efforts will be made to resolve grievances before they are brought to arbitration.

The conference agreed yesterday that "conciliation procedures should be included in the general arbitration rules to be considered later by the conference."

In the absence of official amplification by the conference, reporters assumed that the national administrative committee plan means that no high salaried national figure will be retained to administer the new system, as was known to be favored by some of the conference participants.

Most conferees interviewed yesterday appeared to be in favor of industry people, or at least those familiar with exhibition-distribution problems, as arbitrators, rather than persons who are total strangers to the industry, such as comprised the panels under the 1940 system. Conferees also appeared to favor a system under which the two parties to a dispute are permitted to choose an arbitrator each, and those two select the third; particularly in instances in which a single arbitrator cannot be agreed upon by the principals.

All conferees who were willing to express themselves yesterday appeared to be in agreement that surprisingly good progress has been made in the three sessions—one on Tuesday afternoon, and one each yesterday morning and afternoon. Some felt that the current work might be concluded today, while others expressed doubt that that would be possible, feeling that a Friday session or sessions are likely.

31 Participate in Setting Machinery Under Arbitration

Thirty-one sales managers and attorneys, exhibitor leaders and their counsel, and representatives of the Motion Picture Association of America attended the two sessions held here yesterday in the continuing industry conference on arbitration at the Hotel Astor. Fifty were on hand Tuesday.

The morning session was under the chairmanship of Wilbur Snaper, Allied States president, and the afternoon session was presided over by Harry Brandt, president of the Independent Theatre Owners Association of New York. The chairmanships today, under the rotating system agreed upon when the conference began on Tuesday, will be held by delegates from the Metropolitan Motion Picture Theatres Association and the Theatre Owners of America.

Brecher Scheduled

Leo Brecher, MMPTA delegate, who was scheduled to take over the chair at this morning session, was absent from yesterday's meetings due to illness. Sol Schwartz, president of RKO Theatres, served yesterday as Brecher's alternate. Either he or Emanuel Frisch of MMPTA will serve as chairman this morning if Brecher still is unable to attend.

Mitchell Wolfson, TOA president, is scheduled to preside at this afternoon's session.

List Others Present

Also present at yesterday's sessions were: Theodore Black, Republic; Morey Goldstein, Monogram; Austin Keough, J. Robert Rubin and Alfred W. Schwalberg, Paramount; Howard Levinson and Robert W. Perkins, Warner Brothers; Al Lichtman, 20th Century-Fox; Robert Mochrie, RKO Pictures; Abe Montague and Sam Reis, Columbia; William F. Rodgers and Henderson M. Richey, M-G-M; Adolph Schimel, Universal.

Also, Max A. Cohen, ITOA; S. H. Fabian, Herman M. Levy and Wolfson, TOA; L. S. Hamm and H. V. (Rotus) Harvey, WTO; Abram F. Myers and Nathan Yamins, Allied; Frisch and Schwartz, MMPTA; Ralph Hetzel, Jr., Sidney Schreiber, Arthur DeBra, Ken Clark and Manning Clagett, MPAA.





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MANAGERS'
TESTIMONIAL
MAY 11th-17th



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THE PRIDE OF ST. LOUIS

(The Story of Dizzy Dean)

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 81 NEW YORK, U.S.A., FRIDAY, APRIL 25, 1952 TEN CENTS

Agree to Arbitration Of Contract Violations

May Be Answer to Film Rental Complaints; Clearances, Runs, Tie-Ins Also Arbitrable; Method of Selecting Arbitrators Approved

The industry arbitration conference, going into the knottiest part of its negotiations yesterday, the third day of its sessions at the Hotel Astor here, checked the fast pace set in the first two days but agreed on four matters regarded as proper for arbitration and approved proposed methods of selecting arbitrators to hear grievances.

The four subjects approved as proper for arbitration were:

Any violation by distributors of existing contracts.
Clearances.
Runs.
The conditioning of licensing of certain pictures only on the licensing of others.

The conference will continue consideration of additional subjects which can be arbitrated when it reconvenes this morning. An all-day session today is definite and there was some talk last night of the conference continuing into a night session tonight or resuming tomorrow morning, if necessary. However, prior commitments of a number of delegates make the likelihood of overtime sessions rather slight.

Indications were that if the remaining work cannot be concluded today, an adjournment will be taken to a later date.

No agreement on budget or financing for the proposed new industry arbitration system was reached yesterday despite continuing efforts by the finance committee. Unofficial reports were that despite earlier estimates of a maximum budget of $200,000 for operating the new

(Continued on page 4)

What Conference Did Yesterday

Third day's accomplishments of the industry arbitration conference yesterday:

Approved submission to arbitration of any distributor violation of existing contracts, of complaints on clearances, runs and "conditioning" licensing.

Approved method of selecting arbitrators.

Film Revenue 'Squeezers' Hit by Warner

Says Exhibitors Who Do So Are Courting Failure

PITTSBURGH, April 24.—Harry M. Warner, president of Warner Brothers, today called for "the education of exhibitors who still feel that the cutting and squeezing of film revenue will put this business in its former profit state of health."



Harry Warner

In a telegram read by Ben Kalmenson, distribution vice-president, at the company's sales meeting here, Warner stated that exhibitors who fitted his description are

(Continued on page 4)

MPIC Votes To Continue

HOLLYWOOD, April 24.—The Motion Picture Industry Council last night approved an executive committee recommendation that the organization continue to function, because the "need for the Council was never greater than today." It moved to have a committee composed of MPIC ex-presidents meet with the board of directors of the Screen Directors' Guild, which recently resigned from the MPIC, with a view toward bringing the SDG back into the organization.

MPIC also unanimously endorsed

(Continued on page 4)

Reelect McWilliams President of Ampa

Harry K. McWilliams yesterday was reelected president of the Associated Motion Picture Advertisers for a third term, at the association's annual meeting.

The full slate of officers elected follows: Lige Brien, vice-president; Albert Floersheimer, Jr., treasurer; Edgar Goth, secretary, and a nine-

(Continued on page 4)

CDA Tells Congress Of Its Plans to Use Theatre Video

WASHINGTON, April 24.—The Federal Civil Defense Administration today sent Congress a report giving high praise to theatre television as a training medium and promising an even more ambitious use of the medium in the future.

In its annual report for 1951, the CDA outlined its two experiments with closed circuit theatre television to reach trainees simultaneously in various cities. "The experiment showed," the report declared, "that the device is eminently practical, psycho-

(Continued on page 2)

Launch 'Music Hall Special' Tonight

The first "show-special" New Haven railroad train from Connecticut towns to Radio City Music Hall will run tonight, bringing 800 suburbanites to the Rockefeller Center showplace, now featuring "Singin' in the Rain." Tonight's train will extend the "specials" run by the railroad week-day nights for legitimate stage shows on Broadway.

Riding the show-train will be Russell V. Downing, Music Hall president and managing director; Mrs.

(Continued on page 2)

Says Skouras Will File Trust Suit

Plans to initiate court action on the threatened anti-trust suit of Skouras Theatres here against RKO Theatres and Loew's Theatres and all distributors, with the exception of 20th Century-Fox, was disclosed yesterday by one of the principals in the dispute.

According to this source, there will be no out-of-court settlement of the dispute. On the contrary, he predicted that action, seeking close to $100,000,000 in treble damages, would be instituted in Federal court here within the next 10 days.

The major complaint of George Skouras, president of the circuit, ac-

(Continued on page 4)

Hinge Fall Seminar On Compo Survey Of All Exhibitors

A national survey aimed at determining exhibitor opinion on a wide range of industry subjects was scheduled yesterday by the Council of Motion Picture Organizations' Roundtable Committee with a view to using the results of the survey as the basis for a fall COMPO roundtable conference on exhibitor-distributor-producer problems.

This was announced here by H. V. (Rotus) Harvey, roundtable committee chairman, following a meeting with COMPO administrators Arthur L. Mayer and Robert W. Coyne and telephonic consultation with representatives of the Motion Picture Industry Council on the Coast.

Because of the time which will be needed to compile the results of the impending survey, Harvey said, the next roundtable, originally scheduled to be held in Hollywood for three days

(Continued on page 4)

Trans-Lux Battle Resumes Here Today

The Trans-Lux annual stockholders meeting yesterday was recessed until three P.M. today, when management expressed hope that the proxy count would be completed.

The meeting, which got under way at the Trans-Lux home office here, was sparked by a number of verbal duels between the management and the George Mason group, governing the counting procedure. It was finally agreed that each side appoint three watchers and by five P.M. yesterday, management reported 35 per cent of the proxies had been counted.

Sitting at the dais were Percival E.

(Continued on page 4)

Ackery Wins QP Award

Ivan Ackery, manager of the Orpheum Theatre, Vancouver, and Alfred Loewenthal, manager of the Skouras Fulton Theatre, Jersey City, have been unanimously selected winners of the first quarterly Quigley Showmanship Awards of *Motion Picture Herald's* Managers' Round Table.

Ackery was named the winner for his campaigns in top situations, while Loewenthal copped the prize for subsequent-run houses.

Seven Scroll-of-Honor winners were: Paul C. Amick, Orpheum, Wichita, Kan.; Russell A. Bovim, Loew's State, St. Louis; Rocque Casamassine, RKO Franklin, New York; Martin Cave, Dominion, Victoria, B. C.; J. P. Harrison, Campus, Denton, Texas; Boyd Sparrow, Loew's Warfield, San Francisco, and A. D. Wheeler, the Vaudeville Theatre at Reading, England.

Jim Lawler, publicity-advertising director for Shaw Brothers, in Singapore, was the overseas quarterly winner for his campaign on "Alice in Wonderland."

The judges were: Lawrence Lipskin, in charge of advertising and publicity for Columbia Pictures International Corp., New York; Sid Rechetnik, trade press representative for Warner Brothers in New York, and Montague Salmon, managing director of the Rivoli Theatre, on Broadway.

Settle Schoenstadt Suit Out of Court

CHICAGO, April 24. — Schoenstadt Theatres $400,000 trebled damage suit against the major film companies, Warner Brothers Theatres, Warner Brothers Circuit Management and Balaban and Katz has been settled out of court by Thomas C. McConnell, attorney for the plaintiff, and Bryson Burnham et al representing the defendants.

The case, filed in September, 1950, for alleged conspiracy to monopolize the showing of pictures on Chicago's South Side, probably will be dismissed formally by Federal Judge Perry early next week.

'Music Hall Special'

(*Continued from page* 1)

Downing; Leon Leonidoff, senior producer; Russell Markert, producer and director of the Rockettes; Florence Rogge, associate producer and director of the Corps de Ballet; Fred Lynch, the Hall's director of advertising-publicity and the 800 suburbanites from New England.

Display Features Circus

A collection of reproductions of works of art, drawing on the circus as a theme and inspired by Cecil B. DeMille's "The Greatest Show on Earth," will be seen by an estimated 250,000 in the public and private schools of New York City. Stills from the film are mounted on some of the displays.

Personal Mention

PHIL REISMAN, RKO Radio vice-president in charge of foreign distribution, will fly to Paris from here tomorrow.

•

C. J. TEVLIN, vice-president in charge of operations at RKO Radio studios, was presented with a "Certificate of Appreciation" for his work in behalf of the recent March of Dimes campaign in the Beverly Hills area.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, has been sworn in as a member of the public advisory board of the Mutual Security Agency.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreels sales, will leave Cleveland today for New York.

•

LOUIS FELDMAN of Du Art Laboratory has returned here from a two-weeks tour through the Midwest.

FOSTER M. BLAKE, Universal Western sales manager, has returned to New York following a trip to West Coast branches.

•

KENNETH CLARK, director of press relations for the Motion Picture Association of America, arrived in Washington yesterday from New York and will return early next week.

•

ARTHUR FREED, M-G-M producer, and JOHNNY GREEN, head of the studio's musical activities, will arrive here from the Coast by plane May 1 en route to London.

•

SERGEANT RICHARD D. SHEIL, JR., son of DICK SHEIL of *Good Housekeeping,* has returned here from Korea after two years of service in the U. S. Air Force.

•

BEN COHN, Universal home office foreign executive, will leave New York over the weekend for the company's Latin American branches.

Invite Cohn, Broidy To Defense Meet

WASHINGTON, April 24.—Columbia Pictures president Harry Cohn, Monogram president Steve Broidy, and actor William Holden have been invited by the Secretary of Defense to a 10-day orientation conference at the Pentagon, starting May 28. The conference is one of a series of such meetings held periodically by the Defense Department to acquaint business leaders and leaders in other fields with the foreign situation and the progress of the defense effort.

Following a two-day conference at the Penatgon the civilian leaders will witness a demonstration of amphibious landing operations at Quantico Marine Base, Va.

The group also will be flown to Elgin Air Force Base, Fla., to witness flight operations; to Fort Benning, Ga., where it will see a demonstration of field operations at the Infantry School, and to the U. S. Naval Base, Norfolk, Va., to engage in carrier task force exercises at sea.

The conference will be directed by Commander John Paul Floyd, USNR.

Pickman West on Promotion Plans

Jerry Pickman, Paramount's vice-president in charge of advertising-publicity, left New York for Hollywood last night to meet with studio executives on promotion plans for new product.

Among the pictures to be discussed are the following set for release between July and the end of the year: "Encore," "The Greatest Show on Earth," "The Stooge," "Son of Paleface," "Just for You," "Caribbean Gold," "Somebody Loves Me," "Hurricane Smith," "The Savage," "The Turning Point," "The Blazing Forest" and "The Road to Bali."

Name Nathanson UA Publicity Head

The appointment of Mort Nathanson as publicity director of United Artists was disclosed here yesterday by Francis M. Winikus, national director of advertising, publicity and exploitation. The post was formerly held by Al Tamarin, who was named assistant to Winikus.



Mort Nathanson

Nathanson, whose appointment is effective Monday, has been serving since last October as Eastern advertising-publicity director of Horizon Films, under whose auspices the UA release "African Queen" was produced.

Eastern publicity director of Paramount Pictures prior to assuming his Horizon Films post, Nathanson earlier had served as Eastern advertising-publicity director for Liberty Films and for Samuel Goldwyn Productions.

CDA Tells Congress

(*Continued from page* 1)

logically powerful, and limited in utility only by the number of properly equipped theatres."

The report said that at the end of the year, plans were under way for CDA-produced programs in 15 key cities. However, an agency official said that the plans were not final, and that ultimately 15 cities, more or less, might be involved in further theatre TV training programs. "But we have very ambitious plans for theatre television," he declared.

Kiwanis Luncheon in Honor of Downing

Russell V. Downing, president and managing director of Radio City Music Hall, was tendered a luncheon Wednesday by the Kiwanis Club of New York at the Hotel McAlpin here in recognition of his recent appointment to the presidency of the Hall and his contribution to the Kiwanis, of which he is a member.

High Court Hears 'Miracle' Arguments

WASHINGTON, Apjril 24. — New York State Solicitor General Wendell P. Brown, in arguing the right of the State Board of Regents to revoke the license granted to "The Miracle," told the U. S. Supreme Court today that he didn't think the industry was very much opposed to censorship because "they had been asked to participate" in the fight against the Regents' action and had refused.

Ephraim London, attorney for Joseph Burstyn, distributor of "The Miracle," answered in rebuttal that the industry was unalterably opposed to any form of censorship but "voluntary self censorship."

Earlier in the argument Chief Justice Vinson quoted Justice Douglas's Paramount case decision statement on freedom of motion pictures, to the effect that they should be classed with newspapers, books and magazines. Although Vinson said that he had not signed Douglas's decision, others had. All nine Justices were present today and most of them engaged in spirited questioning of London, Brown and Charles A. Brind, Jr., Board of Regents counsel.

London asked the court to rule on the "broad issue" of "movie censorship" in order "to avoid the multiplicity of suits in this matter."

The Regents' ban on "The Miracle" has been upheld by New York's Appellate division and by its Court of Appeals.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SINGIN' IN THE RAIN"

Gene KELLY · Donald O'CONNOR · Debbie REYNOLDS

Color by TECHNICOLOR - An M-G-M Picture

plus The Glorious Easter Stage Show

JAMES STEWART · ARTHUR KENNEDY

JULIA ADAMS · ROCK HUDSON in

BEND OF THE RIVER

color by Technicolor

in person

BILLY ECKSTINE

FRAN WARREN

BOBBY SARGENT

JUNE and MARTIN BARRETT

WILL BRADLEY And His ORCHESTRA

PARAMOUNT TIMES SQUARE

Midnight Feature Nightly

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M-G-M's

TECHNICOLOR MUSICAL TREASURE

"SINGIN' IN THE RAIN"

5th WEEK MUSIC HALL! BIG EVERYWHERE!



Round and round four city blocks they go to set new box-office records!

HIGHEST WEEK'S GROSS IN MUSIC HALL HISTORY

with one exception Christmas Week that had extra New Year's Eve midnight show.



M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly Donald O'Connor • Debbie Reynolds • with Jean Hagen Millard Mitchell • and Cyd Charisse • Color by Technicolor Story and Screen Play by Betty Comden and Adolph Green • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen Produced by Arthur Freed

Watch the Trade Press for news about M-G-M's

"SEEING IS BELIEVING"

EXHIBITOR VISIT TO M-G-M STUDIOS!

There's plenty more where "Singin' In The Rain" came from!

Film Revenue

(Continued from page 1)

thus engaging in the kind of thinking that is "the speedy downroad to failure." Warner sent his message from the Coast.

The meeting of the Eastern division sales force at the William Penn Hotel also heard Mort Blumenstock, advertising-publicity vice-president, describe long range advertising, publicity, exploitation and promotion planning as more important in the industry today than ever before.

Most Important Job

The job of educating exhibitors against "the cutting and squeezing of film revenue" is the most important one facing the company's salesmen, Warner wired. "Tell our customers that the economics of 1952 more than ever before require us to spend in order to earn, and that the responsibility for earnings belongs to the exhibitor for getting the maximum performance from good pictures.

"It must be done without panic symptoms, such as putting two of the market's finest pictures on one bill, thereby drying up the earning force of both pictures without regard for studio cost or the thinning out of pictures available to this current market; and equal to this earning responsibility, the exhibitor must be educated to realize that certain playing time must be set aside in the interest of developing young and new talent.

"We cannot do the right job for the public when exhibitors continue to tell us that certain stars are too young and others too old.

"We cannot rectify the need for new faces if the public is denied the opportunity of being introduced to new faces.

Industry 'Essentially Healthy'

"My brothers and I, with your help, have proven the essential health and vigor of our industry in general and this company in particular. And for this reason I look forward with great anticipation to the results which I am positive you will achieve in the months that lie ahead," concluded Warner.

In his address, Blumenstock declared that "in a competitive market it is not only important that we heighten our merchandising efforts, but that we begin merchandising our product as early as possible. Greater stress on exhibitor sales promotion and greater emphasis on consumer information about our forthcoming product are at least two ways in which our merchandising efforts can coordinate with the work of our distribution forces in the marketing of our pictures."



Mort Blumenstock

Major Purpose

Blumenstock said the company's major purpose, merchandising-wise, is "to give you men who sell our product the early advertising, publicity, exploitation and promotion which is so essential to you, as well as to the exhibitor and to the public." He described the company's forthcoming product as "the finest in the history of the studio," and said his establishment of headquarters on the Coast has made it possible for him to encompass more long range planning than previously when he had to make flying trips from the home office.

Kalmenson Opened Meet

Kalmenson opened the meeting, which will continue through tomorrow and will be followed next week by a conference of the Western division sales force in Chicago. The first meetings of the series were held last week, when the Southern division convened in New Orleans.

Following the reading of Warner's message to the combined sales and publicity-advertising representatives, Kalmenson gave a detailed outline of 1952-53 product.

Arbitration Agreements

(Continued from page 1)

system, many conferees believed a more realistic figure might be double that amount.

Some financing of the system, it was pointed out, would come from filing fees and possible damage awards levied against distributors, but these are regarded as a minor factor in the overall financial requirements.

According to one report, distributors are being looked to by exhibitors as the underwriters of the financing, whereas some distributor sentiment is opposed to the shouldering of the entire financial burden and wants exhibition to bear a part of it. Some of the smaller companies who are only infrequently involved in litigation are said especially to share this view.

The news policy adopted by the conference limits its statements to "official releases;" hence there was no comment obtainable on the reports in circulation.

An additional report was that distributors on the whole are adamant against including film price terms among the arbitrable subjects. Terms, it was pointed out, are a part of the contract and, if no violation of the price terms in the contract is alleged, the distributor who compiled with such terms would refuse to agree to the submission of a price complaint to arbitration, one source stated.

This, however, indicates that terms could be arbitrated in the event they are involved in an alleged violation of the contract.

Chairman of the afternoon session was Mitchell Wolfson, president of Theatre Owners of America.

Conferees last night continued to be highly optimistic, some even enthused, over the possibilities of agreement on a very substantial arbitration program by the end of the sessions today. Everyone queried expressed wholehearted satisfaction with the progress made to date and some said the spirit of cooperation prevailing surprised many. The sessions, it was stated, have been punctuated by frequent arguments and disagreements but all have been resolved and the action taken thus far has been with unanimous approval. Some conceded, too, that several of the most difficult problems are still in the offing, however.

At the morning session the conference approved major phases of a committee plan for methods of selecting arbitrators to hear grievances.

Select A Neutral

The plan provides that in cases where the only parties to the arbitration proceeding are an exhibitor plaintiff and distributor respondents, each of the two parties will designate his arbitrator and their two arbitrators will designate a third. If the two are unable to agree on a third, the local arbitration committee will select one from a permanent panel of neutral arbitrators compiled by it.

Under the plan, parties to a dispute are free to designate industry members as their arbitrators, or others familiar with industry operations, or not, as they see fit. The permanent, neutral panel, however, probably would consist of non-industry members, for the most part.

In cases which involve intervenors in addition to the principals, the intervenors and distributors will endeavor to agree unanimously on their arbitrator. Where they cannot agree, three arbitrators will be selected from the permanent, neutral panel in accordance with rules to be specified, or if they can agree on a single arbitrator from the neutral panel, he will be designated according to the rules.

The committee on the method of selection of arbitrators consisted of: Herman Levy, TOA, chairman; L. S. Hamm, WTO; Mitchell Klupt, MMPTA; R. W. Perkins, distributors; Nathan Yamins, Allied, and Milton Weisman, ITOA.

The selection method proposed by the committee is designed to make uniform the rules and regulations for the local arbitration committees in all exchange areas. The committee's report was approved unanimously.

Subject to Approval

All actions of the conference are subject to later approval by the organizations represented an thereafter by the Department of Justice and the court.

Emanuel Frisch of MMPTA presided at the morning conference session.

The following attended yesterday's sessions: Harry Brandt, Manning Clagett, Max A. Cohen, Arthur H. DeBra, S. H. Fabian, Emanuel Frisch, L. S. Hamm, Rotus Harvey, Ralph D. Hetzel, Jr., Eric A. Johnston, Austin Keough, Mitchell Klupt, Howard Levinson, Herman M. Levy, Al Lichtman.

Also, Robert Mochrie, Abe Montague, Irving Moross, Abram F. Myers, R. W. Perkins, Henderson Richey, William F. Rodgers, Robert J. Rubin, Sidney Schreiber, Alfred W. Schwalberg, Sol Schwartz, Wilbur Snaper, Mitchell Wolfson, Nathan Yamins and Richard Yates.

MPIC to Continue

(Continued from page 1)

the AFL Film Council's letter dispatched Tuesday to Representative Donald L. Jackson challenging the Congressman's assertion that Hollywood guilds and unions must "clean house" of Communists, and moved to have notification of this endorsement sent to all California Congressman.

KMTA's Convention May Be on a Train

Kansas City, April 24.—The spring convention of the Kansas-Missouri Theatre Association will be held on a train en route to Hutchinson, Kan., for the world premiere of "Wait 'Till the Sun Shines Nellie" on May 14, if a proposal to that effect is adopted.

If the plan is carried out, the association trip may also include a stop-off at Larned, Kan., where the semi-centennial as an exhibitor of John Schnack is set for May 15. Senn Lawler is chairman of a committee investigating the feasibility of the convention-on-a-train idea.

Hinge Fall Seminar

(Continued from page 1)

beginning July 25, will be postponed until fall. Harvey is in New York from San Francisco as a Western Theatre Owners delegate to the industry arbitration meetings at the Hotel Astor.

Thirty questions are listed in a questionnaire which the committee will distribute to exhibitors. The questions cover such subjects as public taste, advertising, publicity and exploitation, public relations and the programming and presentation of theatre attractions. According to present plans, Harvey said, the questionnaire will be distributed as soon as possible to all exhibitors in the country.

Reelect McWilliams

(Continued from page 1)

man board of directors consisting of McWilliams, Brien, Floersheimer, Goth, Miriam Brandon Moses, Gordon White, Blanche Livingston, Vincent Trotta and Rutger Neilson. Three trustees named were Jacques Kopfstein, for a three-year term; David Bader for two years, and Chester Freidman for one year.

A special committee headed by White was named to look into the re-establishment of an AMPA relief fund. An auditing committee was set up, consisting of Ray Gallagher, Charles Alicoate and Nyman Kessler.

Trans-Lux Battle

(Continued from page 1)

Furber, chairman of the board; Milton C. Weisman, director, and A. D. Erickson, secretary. Representing the Mason group, the Trans-Lux Stockholders' Committee, was H. G. Ingraham, of the law firm of McLanahan, Merritt and Ingraham.

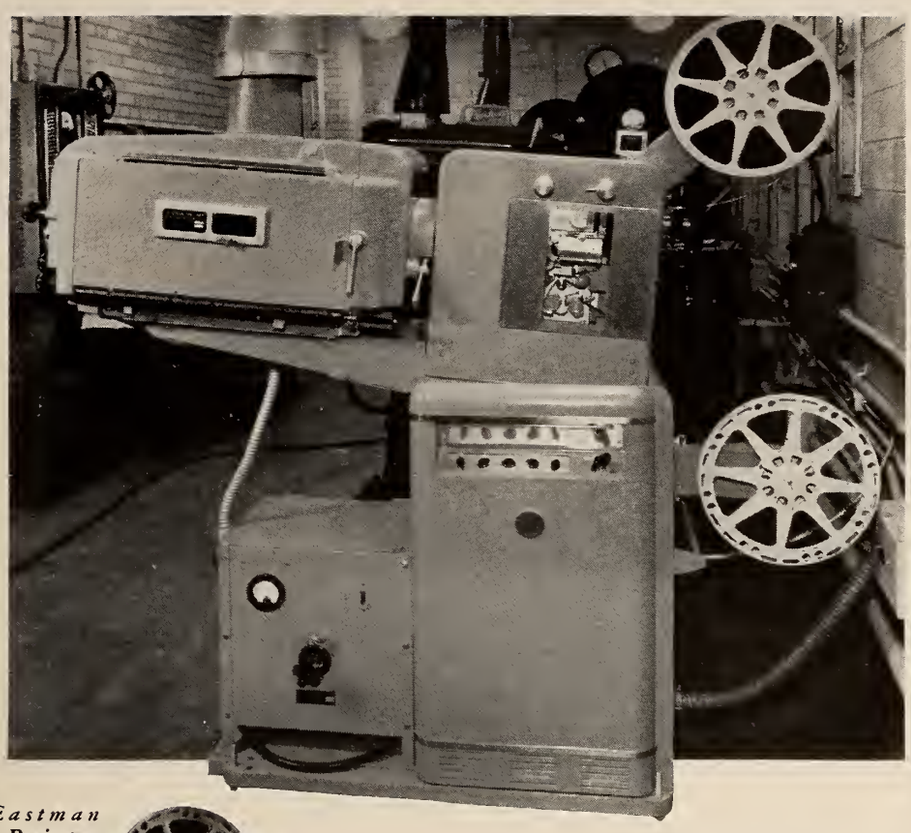
Skouras Suit

(Continued from page 1)

cording to reports, is based on alleged inferior runs given the Skouras metropolitan houses in comparison with Loew's and RKO Theatres.

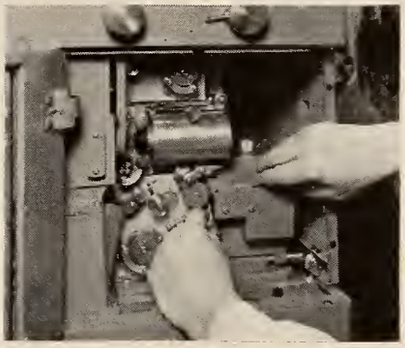
Stars Leave for Buffalo

HOLLYWOOD, April 24.—A "Movietime, U.S.A." group comprised of Pat O'Brien, Vera Ellen, Sally Forrest, Anne Gwynne, Sterling Hayden and Robert Welch, will leave tomorrow and Saturday for Buffalo and surrounding territory.

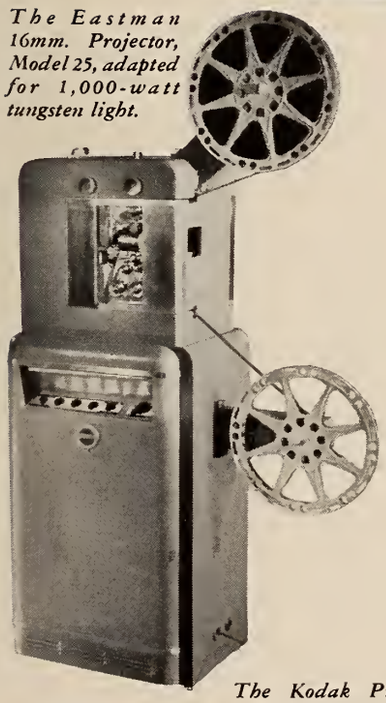


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

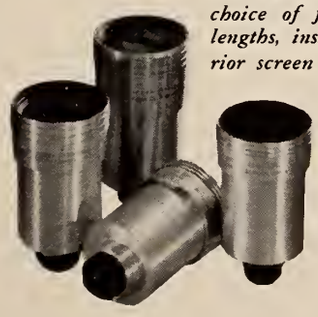
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

New Sound Optics

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to . . .

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Para. Signs IATSE Publicists Contract

A two-year contract providing for a $10 across-the-board pay increase retroactive to last October 1 for Paramount Pictures home office publicists was signed here yesterday, Russell M. Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63, disclosed.

The contract is the first pact the IATSE has held for publicists. Re-classification of a number of jobs will give some of the publicists considerably more than the $10 increase, Moss said.

$829,182 Assets Reported by 'IA'

Total assets of $829,182, including cash balances of $503,364 and securities amounting to $287,018, yesterday were reported by the IATSE for the first half of last year.

In addition, the union's transportation and per diem fund had $151,914.

It was reported also that as of last March the union's gifts to the Will Rogers Memorial Hospital Fund totaled $12,717—more than double the amount contributed a year earlier. Aggregate 1951 contributions to the Rogers fund from all sources stood at approximately $90,000. Richard F. Walsh, IATSE international president, is a vice-president of the hospital.

Goldsmith's Duties At Loew's Are Split

A reorganization of home office liaison with M-G-M offices in the British Commonwealth was disclosed here yesterday by Morton A. Spring, first vice-president of Loew's International. It was said to be occasioned by the recent appointment of Charles Goldsmith to the post of assistant managing director of Great Britain, and second in command to Sam Eckman, Jr., chairman of the board and managing director.

Duties Divided

On Goldsmith's departure for London, scheduled for August 1, his home office duties will be divided. Sales matters concerning Australia, New Zealand and South Africa will be supervised by Samuel N. Burger, sales manager of Loew's International. All other home office duties except sales hitherto performed by Goldsmith will be assumed by Charles Pati, who at present is head of the special assignments division.

Capitol Lines Up Next 4 Attractions

A line-up of four films for the late spring and early summer months for the Broadway Capitol Theatre, was disclosed here yesterday.

Following the current "My Son John," "Carbine Williams" will open there on May 7. The musical "Skirts Ahoy!" will be the next attraction, followed by "Carrie." The fourth film will be "The Quiet Man."

Review

"Walk East on Beacon"

(*Columbia*)

THE resilient, documentary style of Louis de Rochemont is used with striking effect in this story of the F.B.I.'s smashing of a spy ring. Without sacrificing reportorial honesty, the film stimulates great interest and utilizes skillfully all the dramatic elements of violence and intrigue that inhere in the story.

J. Edgar Hoover's story in *The Reader's Digest*, "The Crime of the Century" suggested the film, which was made with the cooperation of the F.B.I. Credulity is the keynote and audiences everywhere should find it enjoyable and informative.

A spotlight is thrown on the operations of Communist conspirators, and their system of infiltration and spying is laid bare. It is a pattern of espionage built up over years of practice and is as intricate as the movement of a Swiss watch.

As the story opens, a top Soviet spy, Karel Stepanek, arrives here to replace an American-born head of the ring who had been unsuccessful in gaining information about a secret scientific project. Soon there unfolds a picture of the spy network with its army of dupes and devotees. A ruling hand is maintained over them by Stepanek either through threats of exposure or their love of "the cause."

George Murphy plays an F.B.I. inspector whose job it is to crack down on the conspirators; Finlay Currie is the refugee scientist working on the vital project; and Virginia Gilmore is a Communist underground worker whose feminine appeal is of frequent service.

At first the Communists try to blackmail Currie into disclosing the vital information by threats of reprisals on his son who is in the hands of the Communists overseas. Later, force and kidnapping are used as more desperate weapons.

The picture shifts in locale between Boston and Washington with authentic locations used. Fascinating sequences involve the investigative techniques used by the F.B.I. in their offensive on the enemy from within. Gradually and carefully the F.B.I. accumulates the conclusive evidence against the Communists and cracks down relentlessly. A naval maneuver climaxes the Leo Rosten screenplay in which Stepanek is nabbed and the back of the conspiracy broken.

Alfred Werker directed and de Rochemont produced.

Running time, 98 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Kirsch Letter Cites Effects of Closings

CHICAGO, April 24.—Jack Kirsch, Allied of Illinois president, has launched a campaign to alert local businessmen to the ill effects on their property and patronage caused by the closing of theatres.

Kirsch, has sent out copies of a Chicago *Tribune* article on the subject, along with a personal letter, to all real estate boards, trade associations and businessmen's groups in the Chicago area. The article quotes an interview with a prominent real estate official pointing out how a theatre closing results in depressed property values and reduced business receipts for a radius of a half-mile around the theatre.

Silliphant to Haiti On 'Bailey' Plans

Top echelon meetings between representatives of the Haitian government and 20th Century-Fox will be held at Port-Au-Prince over the weekend to complete plans for the world premiere festival of "Lydia Bailey," May 3-6.

Stirling Silliphant, 20th-Fox publicity manager, will fly tonight to Haiti where he will confer with president Paul Magloire, the Secretary of Commerce, and officials of the Office of Tourism. Silliphant will remain at Port-Au-Prince throughout next week for additional parleys and to await the arrival of the star and press contingent which will depart from New York on Saturday, May 3.

SIMPP Moves Monday

The Society of Independent Motion Picture Producers will move its Eastern offices here from 630 Fifth Ave to 1270 Sixth Avenue on Monday.

Odets Questioned By House Unit

WASHINGTON, April 24.—Investigators for the House Un-American Activities Committee today questioned behind closed doors screen and stage writer Clifford Odets.

There was no announcement at the end of the questioning, which lasted all day. A Committee spokesman said that all of the questioning was done by members of the Committee staff and not by the Congressmen on the Committee. He said the Committee would decide whether to call Odets back for questioning by the Congressmen.

Director Elia Kazan, in recent testimony before the Committee, said Odets had been a Communist Party member in the mid-1930's, but that Odets had told him he had left the Party about the same time Kazan did, in 1936.

Bowser Heads L. A. Tent

HOLLYWOOD, April 24.—Los Angeles Variety Club Tent 25 elected George Bowser chief barker, succeeding Dave Bershon. Hugh Bruen was elected first assistant, Mort Scott, second, Lloyd Lowenby, Dough Guy and Bud Lollier, property master. Canvassmen elected were Willard Keith, Howard Stebbins, Ralph Zimmerman, Al Hanson, on N. Srere and Ezra Stern.

May Argue 'Pinky' Case

WASHINGTON, April 24.—Two attorneys who will probably argue the "Pinky" case before the Supreme Court—if the Court agrees to take it for review—were admitted today to the high court bar. They are Robert H. Parks, Texas counsel, and Philip J. O'Brien, Jr., Motion Picture Association of America attorney.

Report Protests on Freeing Color TV

Washington, April 24. — A key National Production Authority official said his agency is getting quite a number of protests from other Federal agencies over its proposed relaxation of the color television ban.

NPA is proposing to permit color TV in theatres and to allow it in home sets on a limited basis.

B. & K.'s Past Role Remains FCC Issue

WASHINGTON, April 24.—Federal Communication Commission attorneys today continued documenting their thesis that Balaban and Katz tried illegally to suppress competitive theatres in the mid-1920's.

Considerable evidence was introduced in the Commission's Paramount hearing to show the scope of the company's activities in obtaining from distributors "protection" guarantees against would-be or actual competitors.

Letters written from 1925 to 1928 and brought out during the testimony of Barney Balaban, Paramount Pictures president and former B. & K. head, indicated that distributors in the Chicago area at that time gave B. & K. "first refusal" of their product and held up the sale of pictures to customers competing with B. & K. pending the company's decision. In addition, the exhibits showed distributors worked out protection contracts with B. & K. and abided by them if theatre situations threatening the company arose.

At the close of the day's session FCC attorney James Juntilla was going into B. & K.'s attempts to prevent others from building competing theatres. Balaban will resume the stand tomorrow.

No end to the 13-week-old hearing is in sight yet. Monday's scheduled witness, United Paramount Theatres director A. H. Blank, will probably be on the stand for several days. FCC counsel have prepared detailed questions for him concerning Paramount's theatre activities in Iowa and adjoining states.

Skiatron president Arthur Levey is expected to appear Wednesday, for follow-up questioning on points which were intensively put to Paramount Pictures director Paul Raibourn—all concerned with whether or not Raibourn and Paramount attempted to suppress the development of electronic patents held by the Scophony Corporation of America during the period when Paramount held a substantial stock interest in SCA.

Also definitely expected are one or two witnesses for Allen B. Du Mont Laboratories, Inc., testifying in Du Mont's rebuttal case.

After that, indications are that FCC attorneys will put on an unspecified number of "public" witnesses, in an attempt to document the pre-consent decree anti-trust violations of the parent Paramount company. FCC counsel have repeatedly declared that the contention of Paramount witnesses that the company's trade practices "just grew like Topsy" cannot be permitted to stand unchallenged in the record.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 82 NEW YORK, U. S. A., MONDAY, APRIL 28, 1952 TEN CENTS

Damage Awards Approved Under New Arbitration

Agree to Submit Competitive Bidding Complaints to Arbitration; Restrict Use of Lawyers; Conference Adjourns Until May 26

With the approval of two more subjects as proper for arbitration and conceding arbitrators the power to award damages, the industry conference to draw up a proposed new system of arbitration adjourned Friday evening, after four days in session here, until May 26.

Left unfinished as the meeting adjourned were two of its knottiest problems—financing the new arbitration machinery's operations and whether film rental complaints have a place in the list of arbitrable subjects.

From now until the conference reconvenes here on May 26 a special legal committee representing all of the participating groups will continue work on the drafting of rules and regulations for the proposed arbitration system. It is also charged with preparation of a summary of proposals made during last week's sessions.

The two additional subjects—making six thus far—approved by the conference on Friday as proper for submission to arbitration are:

Agreement by distributors to arbitrate any claim brought against them for discrimination in the award of any picture under competitive bidding.

Agreement by distributors to arbitrate any claim that an exhibitor over-paid or over-bid in order to deprive another exhibitor of pictures through competitive bidding. The conference recommended that the successful bidder should be brought in by the complainant in these cases.

Also, the conference agreed that

(*Continued on page 4*)

What Arbitration Meet Did Last Day

Fourth and final day, until reconvening May 26, of the industry arbitration conference, last Friday, agreed:

Arbitrators to have the power to award damages.

Two competitive bidding complaints are arbitrable.

Use of lawyers by distributors in arbitration proceedings will be restricted to their use, or non-use, by exhibitors.

3-Man Interim Group to Run COMPO Urged

Appointment of a three-man committee to serve as COMPO's executive until a president can be chosen at the next meeting of the COMPO executive committee is urged in a telegram sent over the weekend by Arthur L. Mayer, retiring COMPO executive vice-president, to representatives on the executive committee of COMPO's 10 charter members.

The committee suggested by Mayer would consist of representatives from Allied, TOA and MPAA, the three national organizations on the COMPO executive committee. Mayer

(*Continued on page 4*)

Fight Those Giving Industry 'Red' Tag

HOLLYWOOD, April 27. — Spearheaded by Allen Rivkin, past president of the Motion Picture Industry Council, and who lately withdrew from the executive committee of the Screen Writers Guild, a movement to oppose the re-election of politicians whom they believe misrepresent the extent of Communist activity in the film industry got under way this evening with an open meeting at the Beverly Hills Hotel. First target is Rep. Donald L. Jackson.

Loew's-UATC Split Now Off Till June

An extension until a June date, to be set, of the deadline for the ending of joint ownership by Loew's and United Artists Theatre Circuit in seven theatres has been agreed upon by the Department of Justice.

The previous deadline for the dissolutions expired last Saturday.

20th-Fox Reports Upswing in Its Foreign Operations

An upswing in foreign operations of 20th Century-Fox for 1951 was disclosed here at the weekend in the company's annual report, which forecast that 20th-Fox in 1952 and coming years would seek "the widest possible expansion" in the foreign field.

Spyros P. Skouras, president, in his message to stockholders, pointed to the foreign field as one operation promising additional revenues. Two other avenues being explored to improve the company's financial position, Skouras said, are "drastic additional economies" and exploration of the television medium.

During 1951 there was an improvement in operations abroad, the report stated, with foreign film rentals totaling $32,170,929 in 1951, compared to $31,392,272 in 1950. Improvements

(*Continued on page 5*)

RKO Pictures to Release 'Big Ten'

HOLLYWOOD, April 27.—Included in the films which RKO Pictures plans to release in the near future are what the company considers its "Big Ten," Ned E. Depinet, president, disclosed here at the weekend before leaving for New York.

Pictures listed among the "Big Ten" by Depinet were: "Jet Pilot," color by Technicolor, starring John Wayne and Janet Leigh; Gabriel Pascal's "Androcles and the Lion," starring Jean Simmons, Victor Mature, Robert Newton, Alan Young and Maurice Evans; Winchester Productions' "The

(*Continued on page 5*)

Tradewise . . .

By SHERWIN KANE

LEO McCAREY, though well within his rights in his determination to take certain New York newspaper film critics to task for impugning his motives instead of reviewing his "My Son John," stands little chance of winning redress.

The reviews, if some of them actually can properly be so termed, are long since published and circulated. The fair-minded among the critics may give him his say. Others may not, or worse, may use what he has to say to bend to their own purposes. And the reviews will stand.

In the opinion of many, the most offensive of the reviews were a tribute to McCarey's skill in picture-making. Dialogue and direction combined with fine performances produced characterizations so realistic that they offended some of the critics, who saw the embodiment of what they disliked, disbelieved or disapproved of, and felt so bitter about it they forgot they were looking at screen drama and directed their resentment at the producer. Apparently they are incapable of admitting to themselves that there are Americans like Dean Jagger's characterization or intellectuals as misguided and inhuman as Robert Walker's. They would rather believe such as those exist only in a producer's emotions.

That to all intents and purposes McCarey has a good deal of right on his side in the way he feels about some of the reviews is demonstrated by the treatment accorded them in the Communist *Daily Worker*. Assuredly, that sheet would never mention "My Son John" except to discredit the picture in any way possible. It reprinted prominently and gleefully the reviews McCarey is objecting to.

Shows whose side the *Daily Worker* thinks those critics are on.

• •

GAEL SULLIVAN will be missed by Theatre Owners of America, even though his leave to manage Senator Kefauver's campaign, the "I-Like-Ike" industryites feel certain, will be a brief one.

The dynamic, sociable Sullivan has kept the TOA wheels turning smoothly and efficiently, even in the most turbulent periods of the past four years. The same energy, applied to the political arena, is certain to keep his man to the fore.

Variety Award to Helen Keller; Convention Opens

LAS VEGAS, April 27.—Helen Adams Keller, "who with sightless eyes has given to the world a new vision and, with muted lips, has put a song of hope in the hearts of men," has been selected as recipient of the Variety Clubs International Humanitarian Award for 1951, the organization of showmen announced at the weekend, on the eve of the opening of its annual convention, tomorrow morning.

The presentation will be made at the Humanitarian Award Banquet, which is the final function of the 16th convention, to be held here at the Flamingo Hotel Thursday.

Helen Keller will be handed the award by a trio of Variety leaders: John H. Harris, founder and Big Boss; R. J. O'Donnell, international ringmaster and international chief barker for the past seven years, and Marc J. Wolf, present international chief barker.

The idea of an annual award was conceived in 1939 when J. H. Lutzer of the Dallas tent suggested that the scope of the organization's activities be broadened by giving an award to the man or woman, without reservation as to country, color, race or creed, who had rendered the most outstanding service to humanity.

First business session will get underway tomorrow, following the dedication ceremonies, and tomorrow night the traditional canvasmen's dinner will be held in the Desert Inn.

Decision will be made on creation of a nominating committee for all future conventions and election. Business sessions will terminate on Thursday with the selection of the 1953 convention city. New York is a possibility.

Name Group to Plan 'Movietime' Abroad

Plans for putting the Council of Motion Picture Organizations, "Movietime" campaign into operation in a number of European countries were advanced at a meeting here on Friday of the international film relations committee of the Motion Picture Association of America.

The committee, headed by Lawrence Lipskin, set up a subcommittee consisting of David Blum, Gerald Keyser and Harry Stone, which will investigate the possibilities for European countries adopting the campaign and will report back to the main group. The Lipskin committee is made up of foreign publicity managers.

Carl York, MPAA international division representative in Scandinavia, addressed the committee on Friday and reportedly supplied information which will be useful in its planning.

Mother of Harry Segal

Sarah Segal, mother of Harry Segal, Boston branch manager for United Artists, died in New York on Thursday. Funeral services were held Friday.

Personal Mention

NATE J. BLUMBERG, Universal Pictures president, has returned to New York from Hollywood.

•

WILLIAM J. HEINEMAN, United Artists distribution vice-president, who returned to New York last Thursday from the Coast, will leave today for Toronto.

•

BILL CUNNINGHAM, *McCall's* motion picture department manager, has become a grandfather. His daughter, MRS. BILL EVANS, gave birth to a boy.

•

MOREY GOLDSTEIN, general sales manager of Monogram-Allied Artists, left New York yesterday for the Coast.

•

JACK CARTER of *Woman's Home Companion* returned here over the weekend from a two-week visit to the Coast.

NED DEPINET, president of RKO Pictures, is due back at his desk here this morning following two months in Hollywood and Tucson.

•

WILLIAM WYLER, Paramount producer-director, will arrive here today from the Coast en route to Rome. He will sail aboard the *Queen Mary* on Wednesday.

•

BERTHA FRIED, secretary to SYDNEY S. BRAUMBERG of M-G-M's legal department, on May 25 will marry HYMAN ROSEN at her home in the Bronx.

•

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, will return here by plane today from his annual two-month visit to the studio.

•

NAT LIEBESKIND, foreign film distributor and exhibitor, left New York for Hollywood over the weekend.

Week's Paramount Meet Set for Coast

Paramount Pictures "most comprehensive sales and merchandising conference in its history" will take place at the Hollywood studio during the week of May 5, Alfred Schwalberg, president of Paramount Film Distributing Corp., disclosed here at the weekend.

In addition to distribution executives, studio personnel will participate. Schwalberg will preside at the sessions.

Thirteen films set for release between July and December will be screened and discussed.

E. K. O'Shea, vice-president of Paramount Film Distributing, and Jerome Pickman, vice-president and director of advertising-publicity, will assist Schwalberg in conducting the sessions.

Division managers in attendance will be: Hugh Owen, Eastern and Southern; Howard G. Minsky, Mid-Eastern; J. J. Donohue, Central; A. M. Kane, South-Central; George A. Smith, Western; Gordon Lightstone, Canada, and assistant director of advertising-publicity, Sidney Blumenstock.

FCC Hearing in Two-Day Recess

WASHINGTON, April 27.—The Federal Communications Commission's "catch-all" Paramount hearings will be in recess tomorrow and Tuesday, to pick up again Wednesday when Paramount vice-president Paul Raibourn will resume testimony on his company's six-year connection with Scophony Corp. of America. The appearance of A. H. Blank, United Paramount Theatres director, who was supposed to testify tomorrow, has been indefinitely postponed due to his wife's illness. The appearance of Arthur Levey, president of Skiatron, originally set for Wednesday, has been postponed to May 5.

Testimony of Paramount Pictures' president Barney Balaban was interrupted at the weekend when he was called to Chicago by the illness of his brother John.

The Paramount head will return to the stand later for additional questioning on Balaban and Katz's theatre acquisitions and activity in the mid-1920's.

Management Wins Trans-Lux Fight

The Trans-Lux management slate of 14 directors was elected here at Friday's reconvened annual stockholders meeting, by a vote of 325,064 to 215,575.

The insurgent group was led by George Mason.

Elected to the board were: Chester Bland, Harry Brandt, Robert Daine, Jay Emanuel, Percival E. Furber, Percy N. Furber, Aquila Giles, Herbert E. Herrman, Edison Rice, Lee Shubert, Jacob Starr, Joseph Viertel, Ralph Wiener and Milton C. Weisman.

During the meeting, Gardner Ingraham, counsel of the insurgent group, took exception to management proxy statements and said the objections have been sent to the Securities and Exchange Commission. He also spoke of the "possibility" of his group to take legal action seeking to void the entire vote.

Proposal Defeated

Defeated was an insurgent proposal that the board probe the company's lack of dividend payments since 1948. A motion calling for the reading of minutes of annual stockholders meetings if so requested by one per cent of the registered stockholders was passed. This motion was proposed by the insurgent group. The accounting firm of H. G. Bacon Co. was selected as auditors over the opposition of the Mason group.

A meeting of the reelected board of directors will be held in about another two weeks to elect officers, it was disclosed.

Newsreel Parade

THE A-bomb test in Nevada and culmination of the prison riots are current newsreel highlights. Big fire in Japan and sports are among other subjects covered. Complete contents follow:

MOVIETONE NEWS, No. 35—Atom bomb drops in Nevada desert. Michigan and New Jersey jail riots ended. Sports: aqua show.

NEWS OF THE DAY, No. 26—A-bomb test. Presidential race. Fire ravages Jap city. New Army trucks. Holland family here. Aqua thriller.

PARAMOUNT NEWS, No. 72—Water ski wizardry. Peace on the prison fronts in New Jersey and Michigan. Biggest U. S. atomic explosion.

TELENEWS DIGEST, No. 17-B—Nevada A-bomb blast. Riots rip prisons. 1,000,000 in Japanese strike. Walking up a wall.

UNIVERSAL NEWS, No. 555—A-bomb test blast. Underwater trucks, New Jersey prison riots. Water ski tournament.

WARNER PATHE NEWS, No. 74—Biggest U. S. atom blast. Michigan and New Jersey prison riots end. Fire razes 5,000 homes in Japan. Water ski tourney.

Yates Sets 'Jeanie' Budget of $500,000

An appropriation of $500,000 for national promotion and exploitation premieres of Republic's "I Dream of Jeanie" has been approved by Herbert J. Yates, company president. The world premiere will be held on June 4 at the Fulton Theatre as the highlight of "Welcome Week" in Pittsburgh. The Chamber of Commerce will conduct a program of civic activities honoring the stars of the film, Ray Middleton, Bill Shirley, Muriel Lawrence and Eileen Christy.



Herbert Yates

James R. Grainger, sales and distribution vice-president, stated that the Pittsburgh premiere is to be followed by similar openings at the Circle in Indianapolis, June 5, and the Rialto in Louisville, June 6. A series of 40 premieres will follow. He reported also on exhibitor approval of Trucolor by Consolidated, Republic's new three-color process in which "I Dream of Jeanie" was filmed.

Plans for the promotion which will precede the Pittsburgh premiere were outlined during discussions among the Chamber of Commerce, represented by Robert J. McCully; John Walsh, advertising-publicity director of the Fulton Theatre, and William M. Saal, executive assistant to Yates.

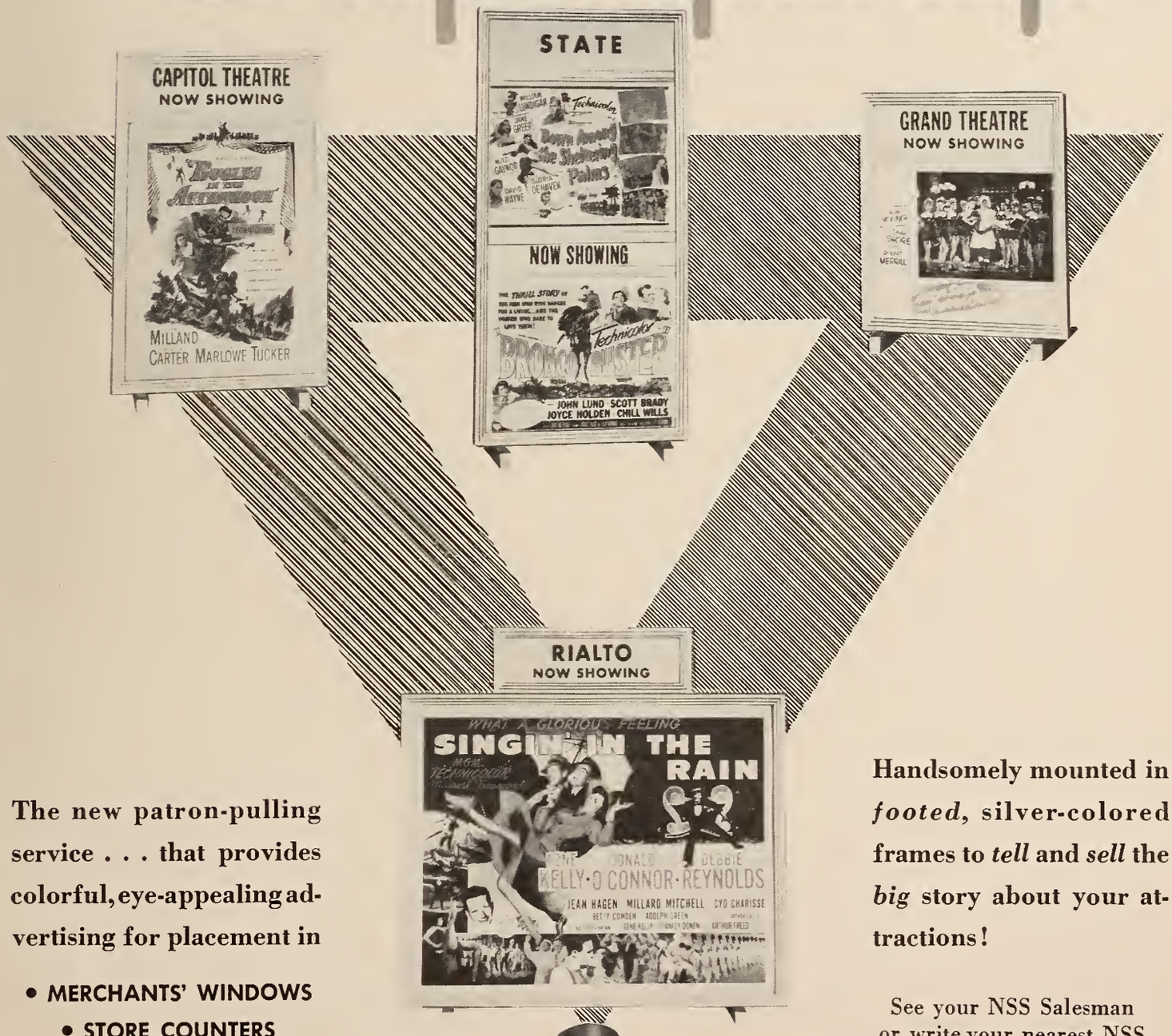
In cooperation with the U. S. Air Force, the stars will open the Greater Pittsburgh Airport on May 31. The Governor has declared June 4 "Republic Day."

To handle the Pittsburgh premiere and the series of premieres to follow, Republic has instituted a "Showmanship Committee."

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Ask Exhibitor Financial Aid In Arbitration

Exhibitors are being asked to share part of the cost of maintenance of the national administrative committee for the proposed new industry arbitration system, it was learned on Friday.

The national administrative committee would have an executive secretary and office quarters and clerical and other full-time employes. Its maintenance is estimated at $25,000 and upwards per year.

Proposals for financing its cost include one calling for the following exhibitor participation: Theatre Owners of America, $5,000 annually; Allied States, $3,000; Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association and Western Theatre Owners, $1,000 each.

Participating distributors, presently 10 in number, would contribute the remainder.

In addition to the national office, provision would have to be made for financing the establishment of the 31 exchange area local arbitration committees. Unofficial estimates place that cost at less than $200,000 annually.

Basis For Estimate

The estimate is based on the assumption that not more than 20 of the 31 exchange areas in which local arbitration committees would function will require permanent rented quarters and salaried employes.

Fewer or more exchange areas with rented offices and secretarial or clerical help would lower or increase the estimate moderately, it was pointed out.

The nominal cost of the system was urged in some quarters as justification for distribution's bearing the field expense alone. On the basis of a division of the cost among 10 distribution companies, assessed according to film rental gross for last year, it was estimated that no company would be required to pay more than $25,000 per year toward maintenance of the arbitration system, without exhibitor participation.

Rough estimates of the probable individual company assessments are as follows: Loew's, Paramount, 20th Century-Fox and Warners, $25,000 each, annually; RKO Radio and Universal, $20,000 each; Columbia, $15,000; United Artists and Republic, $10,000, and Monogram-Allied Artists, $5,000.

Additionally, filing fees of complainants; possible fines and other assessments would be available for the administrative budget, it was pointed out.

Exhibitors Reluctant

Exhibitor representatives are reluctant to commit themselves in favor of exhibition sharing the cost, on the ground that any financial burden added to the inevitable costs of bringing complaints and having them heard will tend to discourage use of the system. Cost of arbitration under the system evolved from the 1940 industry consent decree was cited as one of the reasons for the unpopularity of that system with exhibitors.

The 1940 arbitration machinery cost $300,000 annually but $85,000 of that amount was for a three-judge national appeal board, which will be dispensed with under the proposed new system. In addition, the costs of the 1940 machinery were borne exclusively by the five theatre owning companies, Loew's, RKO, Paramount, 20th Century-Fox and Warners. Presently, 10 companies are available to share the cost.

Budget Was Sufficient

The indicated budget of $215,000 for the old system was sufficient to maintain 31 regional arbitration tribunals with permanent rented quarters and paid clerical help. As noted before, that number of permanent offices and full-time employes are not regarded as essential to operation of the newly proposed system, since in some exchange areas the facilities of others could be rented when needed, or even borrowed without cost from cooperatvie sources. The limited number of complaints which some areas are sure to experience will also eliminate the need for some full-time employes, it is believed.

With the adjournment of the conference Friday until May 26, the legal committee of the conference is expected to wrestle further with the financing problems. No final decisions on it are expected until the next conference meeting proper.

Arbitration Progress

(*Continued from page* 1)

arbitrators have the power to award damages. Scope of the power and rules relating to it were referred to the rules committee with the recommendation that the dominant exhibitor be brought in by the complainant in such cases.

In addition, the conference agreed that unless an exhibitor complainant has counsel at an arbitration proceeding, distributors will not be represented by counsel.

Only One Attorney

It was also agreed that if the exhibtor has counsel, then all distributors involved in his complaint, regardless of number, will designate and be represented by only one attorney.

The other four subjects agreed upon earlier as proper for arbitration, making six in all, are: violations of existing contracts by distributors; clearances, runs, and "conditioning" licensing.

Thus, at its still incomplete stage, the new system already has agreed upon nearly as many subjects for arbitration, though not the same ones, as were included in the last industry system established pursuant to the 1940 Federal consent decree. Presumably, still more are to be added, which could make the new system broader than the former one.

Arbitrable subjects under the old decree included: clearances, runs, "conditioning" licensing, withholding prints unfairly, forcing of shorts with features, violations of the blocks-of-five selling limitation, and cancellation of "offensive" films. Several of those subjects are obsolete today and not needed in the new arbitration system.

The legal committee which will continue to work up to the time of the next conference meeting is comprised of the following: Herman Levy, Theatre Owners of America, chairman; Abram Myers, Allied States; Mitchell Klupt, Metropolitan Motion Picture Theatres Association; Milton Weisman, Independent Theatre Owners Association; L. S. Hamm, Western Theatre Owners, and Austin Keough, Paramount; Robert W. Perkins, Warners, and Adolph Schimel, Universal, for distributors.

When the conference reconvenes it will act on recommendations of this committee before a full plan is submitted to constituent organizations. Thereafter, the plan will be submitted to the Department of Justice and the Federal court for approval, if it wins the prior approval of the individual organizations.

Prior to adjournment Friday the conference praised the "hospitality and leadership" of Eric Johnston, Motion Picture Association president, in calling the arbitration conference.

Start Compo Survey In About A Month

Exhibitors of the country can expect to receive in about a month the questionnaire which will be drafted and sent out by the Council of Motion Picture Organizations' Round Table Committee to determine exhibitor opinion on subjects which will form the basis of next fall's industry roundtable conference, H. V. (Rotus) Harvey, committee chairman, indicated here on Friday.

Harvey, who was in New York last week for the industry arbitration conferences, left yesterday by plane for Las Vegas where he will attend the International Variety convention. He explained that some 30 questions proposed for inclusion in the questionnaire will be sent to Round Table Committee members for their approval. Once approved, the questionnaire will be sent to exhibitors.

Paramount Bookings Set Through June

Stage and screen attractions set for the Paramount Theatre here through June were announced at the weekend by Robert M. Weitman, managing director of the house and United Paramount Theatres vice-president.

"Macao" opens on Wednesday, and scheduled to follow in order are "Rancho Notorious," "A Wild Heart" and "Clash by Night." Pearl Bailey will tee off the Paramount's in-person show on Wednesday, with Larry Storch, Buddy Baer and Herbie Fields and his Orchestra. Nat "King" Cole will head a subsequent show with music provided by Russ Case and his orchestra. Johnnie Ray is set to make his first New York theatre appearance at the Paramount soon, accompanied by Billy May and his orchestra.

2 New Denver Drive-ins

DENVER, April 27.—Two new drive-ins are under construction here, one being built by Wolfberg Theatres, its fifth in Denver, the other by Atoz Amusement Co.

Optimism Prevails; Success Predicted

The high note of optimism which prevailed in the early and middle stages of the industry arbitration conference here last week persisted through the final day, Friday.

Delegates left the sessions obviously pleased with the progress made and still holding to the belief that the sessions starting May 26 will produce a complete arbitration plan which can be commended to their constituents.

3-Man Interim Unit

(*Continued from page* 1)

urged that these representatives be drafted if necessary.

Mayer's wire follows:

"As you know, the COMPO nominating committee, despite long and diligent effort, has failed to find an industry leader who will agree to serve as COMPO president, all those nominated having declined either for reasons of health or pressure of personal affairs. Lack of an executive head makes it impossible for COMPO to proceed with its campaign to repeal the Federal admission tax or the rest of its extensive program authorized at our last executive committee meeting. Indeed the situation is so dangerous the future existence of COMPO is in peril.

Winding Up Duties

"Since I am winding up my duties as executive vice-president next Friday, May 2, I urge that a committee of three be appointed immediately to act as COMPO's overall interim executive until a new president is elected at our next annual meeting. This committee to consist of representatives of the three national organizations in COMPO—Allied, TOA and MPAA. If agreeable to you we would ask each one of these three organizations to draft one of its prominent members as its representative.

"With the duties of the presidency divided among them this arrangement would require little time or effort on the part of any one individual.

"The future of COMPO, to which we are all pledged and to which I know you are as deeply devoted as I am, requires immediate action. Please wire at once."

In recent weeks, it is known, the COMPO nominating committee has made determined but unsuccessful efforts to obtain the consent of a number of outstanding industry-ites to assume the COMPO presidency. Most recently these included Gus Eyssell, president of Rockefeller Center, Inc. and chairman of the board of Radio City Music Hall; Adolph Zukor, chairman of the board of Paramount Pictures, and George Murphy, M-G-M actor and prominent in Hollywood public relations activities.

Failure of COMPO organizations to respond to Mayer's current and final recommendations would be regarded in many industry quarters as fatal to the all-industry organization.

Friedlander Chairman

Emil Friedlander of Dazian's, Inc., has been named chairman of the amusement division for the 53rd anniversary celebration of the National Jewish Hospital at Denver.

20th-Fox Studying TV Production

Possible entry of 20th Century-Fox into the television film production field was reported in the company's annual statement for 1951.

Stated the report: 'A careful survey is being made to determine whether this corporation can profitably enter into the production of appropriate types of subjects for television."

20th-Fox Reports

(*Continued from page* 1)

were noted in the following markets: Germany, Japan, Britain, South Africa, Italy and Colombia.

For the year as a whole, the report continued, dollar remittances to the United States from foreign film operations (excluding Canada), totaled $16,000,000 in 1951, compared with $12,900,000 in 1950.

For the year ending Dec. 29, 1951, the company stated that its consolidated earnings was $4,308,431, after all charges, including Federal income taxes, as preliminary published reports showed. This compared with the net of the previous year of $9,553,260, including $2,262,988 income from prior years from countries with currency restrictions.

Prepared for Divorcement

In preparation for the divorcement of the company into a separate exhibition and production-distribution firm, the report stated that the corporation retired in full all of its outstanding prior preferred and convertible preferred stock, leaving the capitalization of the company consisting solely of common stock. The retirement of the preferred shares required about $11,400,000 in cash, the report added.

The plan of reorganization, according to the report, calls for the formation of a new theatre company, to be called "National Theatres, Inc." and the retention of the corporate entity of 20th Century-Fox.

Regarding developments on Skouras' salary reduction plan, the report stated that during the second half of 1951 profits were sufficient to restore salary reductions of those participating in full. Aggregate annual salary reductions for these 56 executives involved were put at $787,800, of which $98,400 is applicable to 11 executives of National Theatres Corp.

Twentieth-Fox's Swiss CBS color theatre TV Eidophor system will be demonstrated at the home office "shortly," the report stated. Specially-planned live stage shows are to be utilized for the demonstration, it was disclosed.

Thirty-six pictures are planned by the company for release in 1953, compared to the estimated release of 33 in 1952, the same number that was released in the previous year. The average cost per picture for 1953 was put at $1,100,000, compared to $1,260,000 this year.

The report noted the growing number of anti-trust suits the company was involved in during 1951. The number of such suits, the report stated, pending at the end of 1951 was approximately one-third greater than at the end of 1950.

Reviews

"The Wild Horse Ambush"

(*Republic*)

"THE Rough-Ridin' Kids" are featured again in this Republic release, which has most of the ingredients of a stock Western. The riding and fisticuffs, punctuating a simple plot built around the good and bad elements, contain the elemental excitement enjoyed by the unsophisticated "small-fry," judging from past performances. And with two children featured in the main roles, the identification of the audience with what is unfolding on the screen is so much greater.

Little "Red" and "Judy," played respectively by Michael Chapin and Eilene Janssen, are suspicious of a neighboring rancher. Their suspicions prove correct, for the rancher is the leader of the Harkins gang. Harkins and his men are engaged in counterfeiting Mexican pesos and using a herd of wild horses in an ingenious method of exporting the pesos over the Mexican-Arizona border.

The two children, following a number of close calls with the gang, enlist the aid of a Mexican government agent, parading as a bandit. With the help of the sheriff and the Mexican agent, the gang is captured and their nefarious deeds put to an end.

Others in the cast are James Bell, Richard Avonde, Roy Barcroft, Julian Rivero and Drake Smith. Associate producer was Rudy Ralston, while Fred C. Brannon directed, from a screenplay by William Lively.

Running time, 54 minutes. General audience classification. Release date, April 15.

MURRAY HOROWITZ

"Kid Monk Baroni"

(*Realart*)

SEVERAL plot twists are offered in this story about an ugly young man, who, suffering from an inferiority complex as a result of his looks, turns to prize fighting in which he quickly becomes a success of sorts as the villain of fixed fights. Eventually plastic surgery makes him handsome. As a result he becomes cautious about getting his face beat up and thus loses his lucrative career as "a dirty fighter."

Despite these "twists" and the ring background, "Kid Monk Baroni" turns out to be average drama rather low on action content. The screenplay, by Aben Kandel, takes its time getting underway and it is never certain whether comedy or drama is uppermost. Beginning with some antics on the part of the Billy Goat Gang (a group of dead-enders introduced in this film), the story then switches to the personal problems of Kid Monk which are definitely not played for laughs.

The cast does adequately by the uncertain material. Leonard Nimoy is Kid Monk, who would rather listen to church music than fight. Richard Rober is an understanding priest; Bruce Cabot is a cold-hearted fight manager; Allene Roberts is the pretty girl friend, and Mona Knox, a well-to-do gold-digger.

Production values are not strong. Harold Schuster directed the Jack Broder production, released by Realart, with Herman Cohen associate producer.

Running time, 80 minutes. General audience classification. Release date not set.

Dinner for Opening Of 'Carbine Williams'

A dinner attended by 300 state, national, Congressional, business and film industry representatives marked the world premiere of "Carbine Williams" at the Colony Theatre in Fayetteville, N. C., M-G-M reported at the weekend.

Rudolph Berger, M-G-M Southern sales manager, Washington, and Jacques C. ReVille, Charlotte manager, led the industryites at the dinner.

RKO to Release

(*Continued from page* 1)

Big Sky," with Kirk Douglas and Elizabeth Threatt; Edmund Grainger's "The Korean Story," starring Robert Mitchum and Ann Blyth; Walt Disney's "Story of Robin Hood," in Technicolor with Richard Todd and Joan Rice; Wald-Krasna's "Clash By Night," starring Barbara Stanwyck, Paul Douglas, Robert Ryan and Marilyn Monroe; Selznick's "The Wild Heart," in Technicolor, starring Jennifer Jones; "Montana Belle," in Trucolor, starring Jane Russell; Wald-Krasna's "The Lusty Men," with Susan Hayward and Arthur Kennedy in starring roles, and Joseph Kaufman's "Sudden Fear," starring Joan Crawford.

'Park Row' Exhibit Viewed by 500

Some 500 publishers, editors, columnists, reporters and newspaper executives last week saw the week-long exhibit tracing the history of American journalism that producer Samuel Fuller set up at the Waldorf-Astoria Hotel here, site of the convention of the American Newspaper Publishers Association, to publicize his "Park Row" film, which is dedicated "to American journalism."

The exhibit included actual copies of newspapers from pre-Revolutionary times to the present. There were front pages bearing headlines of the great events of American and world history. The mastheads of every daily newspaper in the nation were on display. And a scale illustration showed Park Row, famed New York newspaper street, as it was at the turn of the century.

Leewood on the Coast

HOLLYWOOD, April 27.—Jack Leewood, executive assistant to Robert L. Lippert, has returned here after six months supervising production in London, Paris and Rome. While in London, Leewood co-produced with Anthony Hinds, "Stolen Face," Paul Henreid-Lizabeth Scott co-starrer.

NT Divests Itself Of 20 Theatres

National Theatres has divested itself of 20 theatres under the 20th Century-Fox consent decree, the 1951 20th-Fox annual report disclosed here at the weekend.

Under the terms of the decree, NT must divest itself of 90 theatres prior to June 7, 1953.

Says Independents Need New Approach

There is an even stronger future for the independent producer, provided he has the fresh story approach required by the present market, Philip A. Waxman, producer of "The Big Night," declared here.

"Since he cannot compete with the majors, the independent must start out with an 'offbeat' story. And his protection must come from the different manner in which he makes the picture rather than from conformance to conventional story patterns. He must be ultra cost-conscious and try to secure profit participation for top production costs," Waxman declared. "Private money sources today are more easily interested in financing this type of deal."

Waxman is now completing details for the production of two new pictures. No releasing arrangement has been made yet, although Waxman asserted he was satisfied with United Artists handling of "The Big Night."

Warner Executives Return from Meet

Completing the second in a series of three regional sales meetings in Pittsburgh, with Ben Kalmenson, Warner sales vice-president, presiding, company executives returned to the home office over the weekend. The two-day sessions were highlighted by discussions of summer and spring product, a message from president Harry M. Warner and the outlining of promotional plans by Mort Blumenstock, vice-president in charge of advertising-publicity.

Returning to New York, in addition to Kalmenson and Blumenstock, were Jules Lapidus, Eastern sales manager; Norman H. Moray, short subjects sales manager; I. F. Dolid; Howard Levinson; Bernard R. Goodman, supervisor of exchanges; R. A. McGuire, auditor of exchanges; Larry Golob, Eastern publicity director; W. W. Brumberg, head of the field exploitation staff, and Charles Bailey.

Final meeting will be held by Kalmenson in Chicago on Thursday and Friday, with Roy Haines, Western sales manager and his division sales personnel.

Murphy to Address Meets

HOLLYWOOD, April 27.—George Murphy will address two exhibitor conventions as goodwill ambassador from Hollywood. His first will be at the North Central Allied annual meeting in Minneapolis, May 1-2, and the second will be at the Allied Rocky Mountain Theatre Owners sessions in Colorado Springs, May 6-7. He is due back on the Coast May 8.

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VOL. 71. NO. 83 NEW YORK, U.S.A., TUESDAY, APRIL 29, 1952 TEN CENTS

Compo Leader Group Plan to Unit Boards

O'Donnell First to Okay Mayer's Committee Idea

Robert J. O'Donnell, International Variety Clubs representative on the Council of Motion Picture Organizations executive committee, has informed Arthur L. Mayer, retiring COMPO executive vice-president, that he agrees with the latter's suggestion that a three-man committee be named to serve as the COMPO executive until a president can be chosen at the next meeting of the executive committee.

O'Donnell is the first and, thus far, only COMPO executive committee member to issue formal approval of Mayer's suggestion, which was sent over the weekend in a telegram to all representatives on the executive committee of COMPO's 10 charter members.

The Mayer proposal has been put on the agendas of the Motion Picture As-

(*Continued on page 2*)

Rain Dampens N.Y. First-run Grosses

Three days of rain over the weekend had a dampening effect on New York first-run business this week. Holdovers predominated in most situations.

The bright spot in the picture, according to reports, was that although Broadway was hit by the bad weekend weather, business was brisk over

(*Continued on page 2*)

2 Deadlines for Loew's-UATC Split

Under the latest time extension granted Loew's by the Department of Justice for ending partnership interests with United Artists Theatre Circuit in seven theatres, two alternatives are offered.

Either Loew's must have begun action to end the partnerships by June 9 or it must submit by June 16 a satisfactory plan for terminating the joint interests.

De Mille Productions Decide to Disband

Hollywood, April 28.—Cecil B. DeMille disclosed tonight that stockholders of Cecil B. De Mille Productions have decided to disband that corporation because high taxes make it no longer possible to operate profitably.

De Mille said he does not intend, however, to divorce himself personally from the industry he has so long been identified with.

U.S. Files Suit Vs. National Screen

An anti-trust suit against National Screen Service Corp. and all major distributors, with the exception of Loew's, was filed in U. S. District court here yesterday by the Department of Justice.

The suit charges NSS with monopoly of the trailer and accessories business, alleging it achieved its monopoly by buying out competitors and concluding exclusive contracts with distributors.

Loew's was not named in the action because no exclusive contract exists between Loew's and NSS, a Justice Department official explained.

Named as co-defendants in the suit were Paramount, Warners, 20th Century-Fox, RKO Pictures, United Artists, Columbia and Universal.

The relief sought by the government

(*Continued on page 3*)

SHORTS MAY PAY FOR ARBITRATION

Myers Feels Meet Results Are Meager

WASHINGTON, April 28. — Allied States Association general counsel Abram F. Myers said he felt the arbitration conference in New York last week actually had "very meager accomplishments."

Myers said that he was advising all Allied units and leaders that while the conference did agree on certain subjects to be arbitrated, there was no discussion or agreement on the details nor on the form of final awards. All this was passed on to the drafting committee, he said, and until the draft-

(*Continued on page 3*)

Lichtman to 'M. C.' At Tourney Banquet

Al Lichtman, 20th Century-Fox director of distribution, will be toastmaster at the annual film industry golf tournament banquet to be held at the Vernon Hills Country Club at Tuckahoe, N. Y. on May 22, Martin Levine, president of Cinema Lodge announced here yesterday. Cinema Lodge of B'nais B'rith will sponsor the tournament and dinner.

Twenty-four representatives of all branches of the industry have already

(*Continued on page 3*)

Committee Weighs Plan; Veto Arbitration of Rentals, Upped Prices

A proposal that the national administrative committee for the projected new industry arbitration system be financed through rentals received for short subjects which would be produced with that purpose in mind, is being studied by a subcommittee of the arbitration meet.

The proposal meets the objections of some of the conference participants to exhibitor organizations sharing any of the cost and, on the part of others, to distribution sharing all of it.

The subcommittee to which the financing proposal was referred will not only consider its revenue producing possibilities but, if it finds the proposal commendable, also will study the type of subjects to be made. Producers presumably would be reimbursed for costs but all profits from rentals would go into the national administrative committee's treasury.

Expenses of the national committee

(*Continued on page 3*)

Remove Three Suits From Chi. Docket

CHICAGO, April 28.—The Federal Court calendar was lightened here with three anti-trust suits being removed from the docket.

Attorney Seymour Simon, representing Jerry Shinback in two suits on behalf of the Granada Theatre, South Bend, Ind., announced that the suits have been "dismissed by the plaintiff."

In the 54 Drive-in Theatre, Inc., Kankakee, suit, attorney Samuel Lawton and his son revealed that "all matters of issue have been settled amicably."

Early Conciliation Start Seen; May Take in Prices

Conciliation of grievances arising out of film rental disputes may be attempted by distribution companies despite their unanimous unwillingness to have such disputes submitted to arbitration, it was reported yesterday.

While no formal commitments were made, some distribution spokesmen reportedly indicated to the industry arbitation conference here last week that they might authorize their exchanges at once to begin conciliation procedures.

Conciliation already is available from some distribution companies in some territories. Since conciliation will be at the base of any new industry arbitration system which may ultimately be approved, as decided by the industry conference, it would be a simple matter to inaugurate it on

(*Continued on page 3*)

Complete Program For ITOO Meet

COLUMBUS, O. April 28. — Five speakers will address sessions of the convention of the Independent Theatre Owners of Ohio, May 19-21, at the Hotel Hollenden, Cleveland. The list includes Abram F. Myers, national Allied general counsel; Wilbur Snaper, president of national Allied; Maurice Bergman, Universal-International

(*Continued on page 2*)

FP-C Business Is Running Ahead

Toronto, April 28. — At the annual meeting of shareholders, president J. J. Fitzgibbons reported that current revenue of Famous Players Canadian Corp. is running ahead of last year.

B'way Grosses

(*Continued from page* 1)

the three days at many neighborhood theatres, especially those with strong product.

Pacing the first-run houses is Radio City Music Hall where a big $120,000 is forecast for the fifth week of "Singin' in the Rain." The long-running musical will be replaced by "Scaramouche" on May 8.

At the Paramount, the third and final week of "Bend of the River" is expected to do a good $52,000. "Macao" bows in there tomorrow, with Pearl Bailey headlined on stage.

'Tomorrow' Holding Up

The Italian-made "Tomorrow Is Too Late" is holding up nicely at Loew's State, where $19,000 is estimated for its third stanza. The State's next attraction will be "Wild North," which will have its premiere on May 10.

"Red Mountain" at the Globe bowed to a favorable $20,000 for its first inning, while a fair $32,000 is seen for the initial week of "Mara Maru" at the Warner.

The first seven days of "The Green Glove" is expected to rack up a moderate $19,000. Bowing in Friday at the Roxy is "Belles on Their Toes," with Bob Haymes on stage. The Roxy's current attraction, "With a Song in My Heart" is slated to do a fine $57,000 for its fourth and final week.

'Son John' Fair

A fair $20,000 is estimated for the third inning of "My Son John" at the Capitol, where "Carbine Williams" will have its premiere May 7. "The Marrying Kind" at the Victoria is due for a satisfactory $17,000 for its seventh stanza, while the neighboring Astor Theatre expects to hit a fairly good $11,000 for the fifth inning of "My Six Convicts."

"The Pride of St. Louis" bows in at the Rivoli Friday, replacing "Valley of the Eagles" which is forecast to do $8,000 for its third and final week, a figure considered a bit on the slow side.

On Thursday, "The Atomic City" moves into the Mayfair, replacing "Anything Can Happen." The fourth and final stanza of the Jose Ferrer starrer is expected to gross a moderate $13,000.

"The River," longest current first-run holdover, is departing from the Paris Theatre on Monday, when "Under the Paris Sky" bows in. Its 34th and last week is expected to hit a fine $6,800. "Man in the White Suit" is doing fine at the Sutton, with a healthy $16,000 estimated for the fourth week.

M-G-M to Make 'Caesar'

HOLLYWOOD, April 28.—M-G-M has started preparation for the filming this summer of Shakespeare's "Julius Caesar" with the assignment of John Houseman to produce the play as one of the company's top productions of the year, according to studio head Dore Schary. Houseman has produced and directed a number of Shakespearean plays on the New York stage.

Personal Mention

ARTHUR KRIM, United Artists president, returned here from the Coast yesterday.

•

HERMAN M. LEVY, DICK PITTS and HOWARD BRYANT of Theatre Owners of America headquarters, will leave here today for conferences in Washington with A. JULIAN BRYLAWSKI, regarding plans for the Sept. 14-18 TOA national convention in that city.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will be in Gloversville, N. Y., from here today.

•

ABE BERNSTEIN, M-G-M upstate New York press representative, left here for Buffalo yesterday.

•

MAXWELL SHANE and IVAN TORS, writing-producing-directing team, are in New York from Hollywood.

•

LEO BRECHER, New York circuit owner, yesterday was still confined to his home here with a virus infection.

BARNEY BALABAN, president of Paramount Pictures, has returned here from Washington and Chicago.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising and publicity, will arrive in New York from Hollywood Thursday.

•

HAROLD J. SALMENSON, national ad-publicity director for Riviera Films, arrived in Rome by plane from New York yesterday.

•

MARVIN L. FARIS, executive secretary of the Society of Independent Motion Picture Producers, has returned to the Coast from here.

•

HARRY WOOLF, sales manager of George Humphries and Co., Ltd., will fly to New York from England Sunday en route to Hollywood.

•

RICHARD A. HARPER, M-G-M circuit sales representative, will leave here today for Albany and tomorrow will be in Gloversville, N. Y.

Hollywood Stressing Quality: Downing

HARTFORD, April 28.—Russell V. Downing, president and managing director of New York's Radio City Music Hall, while on a visit here, disclosed that he has been screening about a dozen of Hollywood's new films and has come to the conclusion that "the film colony is paying greater attention to quality, rather than quantity, and that factor will begin to pay off more and more in the way of attendance figures in the months to come.

"I'm convinced that product is going to remain good. Hollywood executives are paying more attention to script details. And, also important, more theatre executives are paying added attention to the matter of friendly service to patrons."

Downing said that "the best insurance the motion picture industry can provide for its future as a great entertainment medium is more quality."

ITOO Meeting

(*Continued from page* 1)

public relations executive; Martin Quigley Jr., editor of *Motion Picture Herald,* and Ward Marsh, film critic of the Cleveland *Plain Dealer.* Screen star Janis Carter will be a guest at the banquet.

The convention agenda follows: May 19: Drive-in meeting, followed by a forum and a board meeting in the evening. On the morning of May 20 theatre clinics will be held. In the afternoon there will be an open forum followed by dinner at Alpine Village. May 21 will highlight an open forum and the banquet in the evening.

Lester Neely Dies

ATLANTA, April 28.—Lester Neely, owner of Neely Theatres in Alabama, died at his home in Marion, Ala., last Thursday of a heart attack.

Grant New Trial to RKO in Scott Case

HOLLYWOOD, April 28.—Federal Judge Ben Harrison today granted an RKO Pictures motion for a new trial in the Adrian Scott suit for salary which would have been due Scott under the contract terminated by discharge following Scott's refusal to answer House Un-American Activities Committee questions. The jury had awarded Scott the sought amount plus interest in first trial. However, Judge Harrison today denied a 20th Century-Fox motion for a new trial in the Ring Lardner, Jr. suit, which had been combined with the Scott suit and was likewise decided in Lardner's favor previously.

The Court explained that the jury in the Scott case had given a decision contrary to the evidence and that the new trial was necessary to prevent a miscarriage of justice, but that the same condition did not prevail in the Lardner case due, Fox having entered into a supplemental contract with Lardner between the time when Lardner refused to answer questions and the company fired him, this act constituting a waiver of whatever breach might have been committed.

Fox is expected to appeal from today's decision.

SMPTE Meet in D. C.

CHICAGO, April 28.—At the close of the Society of Motion Picture and Television Engineers' 71st semi-annual meeting here it was announced that the Society's next semi-annual meeting will be held Oct. 6-10 at the Statler Hotel in Washington.

Legion Puts 2 in Class B

The Legion of Decency reports two films in Class B, "The Lion and the Horse," Warner Brothers, and "Outlaw Women," Lippert Productions.

Compo Plan

(*Continued from page* 1)

sociation of America board meeting (May 2 in New York) and the Allied States board meeting (May 3-4 at Colorado Springs). Other constituent organizations, including the Theatre Owners of America, are expected to poll their respective boards by telephone on the proposal and report to Mayer before his departure for Europe on May 4. The committee suggested by Mayer would consist of representatives from Allied, TOA and MPAA, the three national organizations on the COMPO executive committee.

Will Be Discussed

Wilbur Snaper, Allied president, said here yesterday that while there was no doubt that Mayer's proposal would be discussed by the Allied board meeting, he could not say with certainty that the board meeting would name an Allied representative to serve on the three-man governing committee.

In Washington yesterday Abram F. Myers, Allied general counsel and board chairman, said he felt Allied would probably agree to Mayer's suggestion. Myers said it was obvious that COMPO could not get anyone to serve as president and that some scheme like Mayer's would have to be adopted or COMPO would have to be dropped. He said Allied as yet had not formally considered the Mayer suggestion but he assumed it would okay it as a matter of necessity.

Mayer, who will wind up his COMPO duties next Friday, and who regards the future existence of COMPO as perilous if an executive group is not named shortly, said yesterday that he is confident his suggestion will be accepted by all on the executive committee. He said he did not anticipate that regional organizations on COMPO would object to a governing committee consisting exclusively of members of the three national organizations. He expected that such a three-man committee would instruct Robert W. Coyne, COMPO special counsel, to manage activities at the New York headquarters until a new president and executive vice-president are elected.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SINGIN' IN THE RAIN"
Gene KELLY Donald O'CONNOR Debbie REYNOLDS
Color by TECHNICOLOR - An M-G-M Picture
plus The Glorious Easter Stage Show

JAMES STEWART · ARTHUR KENNEDY
JULIA ADAMS · ROCK HUDSON in
BEND OF THE RIVER
color by Technicolor
in person BILLY ECKSTINE
FRAN WARREN
BOBBY SARGENT
JUNE and MARTIN BARRETT
WILL BRADLEY And His ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Nat'l Screen

(Continued from page 1)

is the cancellation of exclusive contracts between NSS and the distributors; the enjoinment of NSS from acquiring any other trailer and accessory manufacturing firm; and the requirement that NSS permit anyone at reasonable terms and conditions to make and distribute trailers and accessories.

Invited to comment on the suit, an NSS spokesman said the company had not been served with the complaint as yet. He withheld comment until NSS attorneys have studied the complaint.

NSS is expected to file its answer in court within 20 days, the usual time alloted in such proceedings, a government attorney stated.

The last contract held between Loew's and NSS expired on Feb. 29, 1942, the Justice official added.

Unrestrained Flow of Ads Is Necessary, Says U. S.

WASHINGTON, April 28. — Acting Attorney General Philip Perlman said the government's anti-trust suit against National Screen Service was filed because "the unrestrained flow of trailers and accessories is of tremendous importance to theatre operators throughout the country." Monopoly by one company, he said, "tends to increase the admission price to the public for a major medium of entertainment."

Assistant Attorney General H. Graham Morison, in charge of the anti-trust division, said the department felt that exhibitors were "entitled to a competitive market in which to purchase advertising material so that entertainment can be supplied to the public at the lowest possible cost."





Arbitration Financing

(Continued from page 1)

are estimated at upwards of $25,000 annually for officers, services of a full-time executive secretary and clerical help. Costs of maintaining regional arbitration committees are expected to be nominal and, insofar as could be learned, no formal financing plan for them will be made at the national level. Where financing is found to be necessary, area committees may devise plans of their own with local exhibitor-distributor participation. However, actual local costs in most exchange areas are expected to be so minor that they could be shouldered by parties to disputes through filing fees and other routine practices.

Distributors, without exception, remained adamant in their refusal to regard film rentals as an arbitrable subject, and so advised the conference. As the situation now stands, no distributor, unless accused of violating the price terms in a contract, will agree to submit a complaint about price to arbitration.

The subject was described yesterday as having generated more discussion and argument than any other at the four-day conference. Allied States representatives introduced the topic, that organization being on record as favoring inclusion of rentals in any arbitration plan set up. Allied delegates urged, at least, the consideration of "hardship" cases. Other exhibitor delegates urged inclusion of "borderline" cases, to help prevent them from becoming "hardship" cases. It is reported that support for the film rental issue came from all but one of the five exhibitor organizations represented at the conference.

Distributors said, in reply, they believed many problems regarded as rental complaints, can be solved through arbitration of clearance of runs.

Exhibitors also raised the issue of advanced admission pictures, some of which, they claimed, do not warrant the higher prices asked for them. However, there was division on the subject, some exhibitor leaders expressing the belief that "road show" pictures actually are good for the business, and the production of one such picture a year by every company could strengthen the box office considerably.

With the most important part of the work of developing a new industry arbitration system still to be done, conferees are expecting the next session starting May 26 to last any where from three days to a full week.

Myers Feels

(Continued from page 1)

ing committee makes its report, probably not before late May, "there is no basis on which anybody can form a judgment or on which the Allied board of directors could approve or disapprove."

Gives Example

Myers gave as an example the agreement to arbitrate runs. He said that if there were a real agreement to arbitrate runs it would be a "great accomplishment," but that an agreement to arbitrate runs in the 1940 consent decree was so hedged with qualifications as to be useless. This indicates, he added, that the important thing is not the agreement to arbitrate runs but the details as to how they will be arbitrated.

"No problem was finally settled in New York except setting up boards and choosing arbitrators," he said.

DeMille to Deliver Series of Talks

Cecil B. DeMille will deliver four addresses within the next month at civic functions in Chicago, Illinois, Ames and Des Moines, Iowa, and New York City.

Presently in Chicago for interviews, DeMille will remain until May 9, when he will be the guest at a luncheon-meeting of the Executives' Club. His second engagement is for May 13 at Iowa State College in Ames. Following a weekend at the college he will return to Des Moines to address the Des Moines Dinner Club on May 15. DeMille will leave for New York on May 16 for another round of interviews as well as conferences with Paramount home office executives. On May 23, he will speak before Presbyterian Church Assembly leaders at their sesqui-centennial celebration at Carnegie Hall.

Conciliation

(Continued from page 1)

an industry-wide basis with a minimum of delay and even without waiting for completion of a formal arbitration system, it was said.

Conciliation, it was pointed out, requires no formal machinery but needs only the goodwill of the principals to a dispute. Without formal definition, it could embrace many kinds of grievances other than those involving prices and terms, it was stated. The conference intention, in fact, is that it be used initially as a possible solution to avoid overloading the arbitration system with grievances that can be settled elsewhere.

Tourney Banquet

(Continued from page 1)

accepted invitations to serve on the general committee of the tournament. General Committee members include Spyros P. Skouras, Herman Robbins, Charles Reagan, Robert M. Weitman, Jack Alicoate, Martin Quigley, Charles E. Lewis, Morton Sunshine, David Bader, James Jerauld, William German, Tom Connors, William White, Bob Sherman, George Hornstein, Edward Fabian, James Grainger, E. K. (Ted) O'Shea, Stanley Kelbert, Sol A. Schwartz, Morey Goldstein, Fred Schwartz and Max Blackman.

Alfred W. Schwalberg is chairman of the tournament and Harold Rinzler is co-chairman.

Wallace 'Photoplay' Edit

Sylvia Wallace is the new West Coast editor of *Photoplay* magazine, it was announced by Fred R. Sammis, editor-in-chief of Macfadden Publications.

Miss Wallace, who has been recently writing for *Women's Home Companion* and other publications, served with *Modern Screen* six years prior to her appointment with *Photoplay*.

National Pre-Selling

FIFTY representatives of the press on Thursday will fly from here to Denver for Paramount's 11-city premiere of "Denver and Rio Grande," and another 50 are to fly down to Haiti for the international premiere of 20th Century-Fox's "Lydia Bailey" at Port-au-Prince. The Denver aggregation will get a 745-mile trip by special train across the Rockies, ending in Salt Lake City on May 6. The Pan-American peregrination leaves Saturday and will return on May 7.

•

World premieres for important pictures are bustin' out all over, now that spring is in the air. M-G-M will give its top musical of the month, "Skirts Ahoy," a shakedown cruise on the new U. S. liner, *United States*. Universal-International will premiere its "The World in His Arms" in four cities in Alaska in June, and we are watching for our Quigley Award contender, Dick Peacock, manager of the Fourth Avenue Theatre in Anchorage, to display his stuff in the first big civilian opening. A total of seven identical premieres will be staged at subsequent openings in Alaskan military centers. Approximately a dozen Hollywood stars, headed by Gregory Peck and Ann Blyth, will make the trek to the far North.

•

American Legion *magazine for May, released to 3,600,000 subscribers this week, but not to newsstands, has taken an unusual step in running a lead editorial urging its readers to see a motion picture, the Leo McCarey-Paramount film, "My Son John." The editorial, titled "Plan To See This Movie" points out that "the film can be one of the most important ever made," and says "it is our fervent hope that every American will see it."* . . . Seventeen *for May has seven entertainment features, in addition to its regular review columns, which adds up to 44 columns (11 pages) on ways and means to obtain the public's amusement dollar.* . . . McCall's *magazine has sent out a special mailing piece to call attention to its new section, "McCall's Goes to the movies."* . . . Collier's *for May 3 has a double truck in color on "The New Goldwyn Girl, Sultry Renée Jeanmaric, who joins the producer's select list of leading ladies in his picture based on the life of 'Hans Christian Andersen.'"*

•

One of the greatest pre-selling operations in behalf of a motion picture was executed last week at the annual convention of the American Newspaper Publishers Association at the Waldorf-Astoria in New York. More than 500 editors and publishers from all over the country saw a preview of the forthcoming United Artists release, "Park Row" which is described as a newspaperman's picture dedicated to American journalism. A special "Park Row" exhibit of actual copies of newspapers published in the past 176 years, with the mastheads of every daily newspaper in the nation, were on display, and a perfect scale illustration showed Park Row, the famed New York newspaper street, as it was in its greatest days at the beginning of the century.

WALTER BROOKS

Dedicate School to Open Variety Meet

LAS VEGAS, April 28.—With the dedication of the Variety School for Specialized Education, the 16th annual convention of Variety Clubs International got underway here today. Participating in the formal dedication were Senator McCarran, Lieut. Governor Cliff Jones, Mayor Protem Reid Whipple, Ben Goffstein, chief barker of the local tent, Marc Wolf, International chief barker, and Bob O'Donnell, former chief barker and now international ringmaster.

Report from Wolf

Following the dedication the first business session of the convention was brought to order by Marc Wolf, who rendered a brief report of his year's activity as head of the tents.

Father McCarthy of Philadelphia delivered a short talk and the invocation. This was followed by a brief talk by Senator McCarran and one of the Mayor. Annual reports were given by first assistant chief barker Jack Beresin, second assistant chief barker George Hoover, property master Murray Weiss and press guy Chick Lewis. A financial report was given by George Eby, the international dough guy, and followed by executive director Bill McCraw. Bob O'Donnell gave a great inspirational talk about the past and future of the clubs and predicted a further expansion of the organization and the charity work they are doing. Registration up to the wire time was 425 men and 271 women for a total of 696 registration.

Review

"Gobs and Gals"

(Republic)

A PAIR of zany sailors cut loose in "Gobs and Gals," a grab-bag of comedy that has about everything thrown in from the silly to the satiric. The picture aims its appeal largely at audiences that go in for slapstick and unsophisticated humor.

The comedy team of George and Bert Bernard play a pair of Navy yeomen stationed on a South Pacific atoll. Hungering for feminine correspondence, they send up hundreds of observation balloons and to each they attach a photo of their handsome commanding officer with a note beseeching the girls back home to write.

The idea backfires when the company returns to the United States and the officer, Robert Hutton, is almost trampled underfoot by hordes of admiring girls. Also, Hutton's fiancee, Cathy Downs, breaks off the engagement when she beholds the mass adoration scene.

A number of entanglements develop as the picture proceeds. Hutton tries to uncover the perpetrators of the practical joke and reinstate himself in his girl's favor. Miss Downs' father happens to be an anti-Navy minded Senator and the situation becomes fraught with more implications. To top it off, scriptwriter Arthur T. Horman put into the story an angle about a subversive group headed by an alluring spy, Florence Marly. The story winds up in a train sequence that has some scenes of solid humor. It goes without saying that the finale is a happy one. Sidney Picker was associate producer and R. G. Springsteen directed.

Running time, 86 minutes. General audience classification. Release date, May 1.

MANDEL HERBSTMAN

British Film at Two New York Houses

An unusual booking will place the British-made "Outcast of the Islands" in the Broadway first-run Astor Theatre here simultaneously with an opening at the Eastside Fine Arts Theatre, on May 15. U. S. distribution rights to the London Films production have been acquired by Lopert Films.

Put Off 2 Towne Case Motions Till Monday

CHICAGO, April 28.—Federal Judge Barnes has put over to next Monday hearings on two motions by attorney Thomas C. McConnell in the Towne Theatre case, one asking supplemental attorney fees, the other asking dismissal of a cross bill by the defendants in which they are seeking construction of the Towne decree.

The Riverside Theatre (Milwaukee) hearing, also seeking construction of the Towne decree, was scheduled to be heard next Monday in Federal District Court in Milwaukee but probably will be put over to May 12.

Delay Hearing on 'Little 3' Decree

Hearings on the government's bid to amend the "Little Three" decree have been postponed from tomorrow to an indefinite date. A Department of Justice attorney explained that a new hearing date would be set when interrogatories are completed.

The U. S. action alleges that the presence of Robert S. Benjamin in United Artists and Universal tends to reduce competition between the two companies. It further seeks to require UA to offer for sale the assets acquired from Eagle Lion Classics.

Eugene, Ore., Ticket Tax Ruled Void

PORTLAND, ORE., April 28. — The Oregon Supreme Court has ruled void the three per cent admission tax imposed in Eugene, Ore.

A suit was brought by the Eugene Theatre Co. and Western Amusement Co. against the city. The tax had been collected for the past three years.

Date Copyright Suit

A new trial date of Nov. 3 has been set in the Federal Court case here of Herman Axelbank's $1,980,000 copyright infringement suit against M-G-M, United Artists, March of Time and the Museum of Modern Art. The suit involves the documentary, "Czar to Lenin."

NEWS in Brief . . .

Establishment of an Italian Films Export publicity office and bureau of information in Rome to develop material appropriate for the United States was announced by Dr. Renato Gualino, IFE managing director, through the agency's branch here.

Gualino also announced the appointment of William Murray as head of the new office and Angelo Parmigiani as manager of the bureau of information. Murray, who formerly was with the Rome bureau of *Time* magazine, has spent many years as a journalist in Rome and New York. Parmigiani was a member of the films section of the British Embassy in Rome.

•

OTTAWA, April 28.—"Newfoundland Scene," produced by Crawley Films, was named the film of the year in the annual Canadian film awards for 1951, sponsored by the Canadian Film Institute and Canada Foundation to encourage the domestic film industry. The awards will be presented in Toronto on Sunday.

Other winners include: "Royal Journey," produced by the National Film Board, for theatrical features; "Opera School," for theatrical shorts; "Milk," made by the Agricultural Department, and "Pack Power," another Crawley production. A record 500 films were entered in the contest.

'Discrimination' Vs. Drive-ins Hit

COLUMBUS, O., April 28.—Film distributors and National Screen Service were called upon to halt alleged discriminatory practices against drive-in theatres in a resolution passed by the board of directors of the Independent Theatre Owners of Ohio.

The resolution, citing the mutuality of the problems of both indoor and outdoor theatres, also made the following declarations:

That distributors and NSS be made cognizant of the smaller period of amortization for drive-in theatres and that a different yardstick be used to determine film rentals for outdoor theatres.

That cooperation to eliminate competitive bidding and excessive multiple day-and-date runs be extended to include drive-ins.

And that ITOO should cooperate with drive-ins in preventing inimical legislation.

Renew Schoenstadt Deal

CHICAGO, April 28.—The deal with major distributors which gives Schoenstadt Theatres' Piccadilly preferred playing time and buying has been renewed for three years. Schoenstadt had originally sued the distributors and the Warner and Balaban and Katz circuits on anti-trust charges for $5,400,000 and a deal for preferred playing time and buying was effected some time ago in settlement. MOTION PICTURE DAILY on April 25 erroneously reported that a settlement was only effected, whereas the original settlement deal was actually renewed.

Muni Film to UA

Paul Muni's first film in six years, "Encounter," now being completed in Rome, will be released this year by United Artists, it was announced by Arthur B. Krim, UA president.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Producer Edmund Grainger says:

"My pictures must be perfect. I insist upon laboratory work by Pathé."



Producer Edmund Grainger *protects* his investments and reputation by making certain that the quality of the laboratory work on his films matches the high quality of their creative ingredients.

Edmund Grainger's latest picture is "Korean Story," released through RKO. It was processed by Pathé Labs. Can we be of service to *you?*

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 84 NEW YORK, U. S. A., WEDNESDAY, APRIL 30, 1952 TEN CENTS

Half of NFFC Funds on Loan To Brit. Lion

No Arrangement Made For Repayment of Loan

By PETER BURNUP

LONDON, April 29.—The National Film Finance Corp. has repaid £1,018,565 of the £6,243,050 received from the government, its report, made public today, revealed.

Advances made by NFFC include one of £3,000,000 to British Lion Films, made three years ago, and a total of £3,422,189 to other companies. The accounts provide for a loss of £1,000,000 on the British Lion advances and £610,000 pounds on others.

With £1,114,816 already repaid by other companies, NFFC's accounts estimate that £3,697,373 is potentially recoverable. The profit and loss account shows a profit of £10,891 for the last fiscal year, realized mainly on the excess of interest received on loans over the interest paid to the government by the corporation.

No arrangement has yet been made for repayment of the

(*Continued on page 6*)

20th Paid Zanuck $260,000 in 1951

Darryl F. Zanuck, vice-president in charge of production, was the highest paid officer of 20th Century-Fox in 1951, receiving $260,000, the company's proxy statement disclosed here yesterday.

Spyros P. Skouras, president, received $246,910 for the same period, according to the proxy, which announced the May 20 annual meeting of stockholders, to be held at the 20th-Fox home office.

The management has proposed the

(*Continued on page 3*)

See Sponsored TV In U.K. Delayed

LONDON, April 29.—The government's White Paper on British Broadcasting Company's future, to be published "very shortly," implies, in effect, that commercial television experiments will not be permitted for at least three years.

That will apply, also, it is believed, to large-screen television in theatres,

(*Continued on page 9*)

DeMille, Para. Confer On New Contract

A new deal between Cecil B. DeMille and Paramount Pictures is being negotiated, a Paramount spokesman disclosed here yesterday following a Coast announcement of the dissolution of Cecil B. DeMille Productions, Inc.

DeMille, according to a company spokesman, is planning a film on "Helen of Troy." It was the production company which held DeMille's personal contract. The contract between Paramount Pictures and the DeMille company expired with the completion of "The Greatest Show on Earth."

Freeman Tops Para. 1951 Salary List

With a salary of $130,000, Y. Frank Freeman, Paramount production vice-president, was the highest paid executive of the company in the past fiscal year, it was disclosed here yesterday in a supplement to the recently published financial statement for the year.

Barney Balaban, president, was the second highest paid officer, with a salary of $124,800, which included expense allowance amounting to $20,800. All directors and officers as a group received a total of $786,716.

Other salaries reported were as follows: Austin C. Keough, vice-presi-

(*Continued on page 6*)

Schenck Is Re-elected

Nicholas M. Schenck was reelected president of Loew's Inc. at a meeting of the board of directors, held here yesterday following the conclusion of the company's annual meeting of stockholders.



Nicholas Schenck

All other officers were also reelected. They include: Chas. C. Moskowitz, vice-president and treasurer; J. Robert Rubin, William F. Rodgers, Dore Schary, Edgar J. Mannix, Howard

(*Continued on page 6*)

Kreisler Quits MPA To Head Video Firm

B. Bernard Kreisler has resigned as executive director of the Motion Picture Association of America's Advisory Unit for Foreign Films to serve as president of the International Film Associates-Television Corp., a new foreign film and TV syndicate, said to have Wall Street financing.

IFA-TV will act as a central clear-

(*Continued on page 9*)

Stockholders Okay Loew's Divorcement

Reelect Board; Study TV Station Applications

The plan of reorganization for Loew's, Inc., splitting the company into separate exhibition and distribution-production firms pursuant to the consent decree, was overwhelmingly approved here yesterday at the annual meeting of stockholders.

In addition, over 4,000,000 shares of stock were voted in favor of reelecting the present 11-man board of directors. The vote on the reorganization plan was 3,613,929 shares for and 26,340 shares against.

The adopted plan, in addition to projecting the splitting up of the company, also calls for a proposed reduction of the capital of Loew's, Inc. and an amendment to the certificate of incorporation to accomplish this. Under the proposal, the Loew's common stock authorization would be reduced from its present 6,000,000 shares

(*Continued on page 6*)

'IA' Now Dominates Cartoonist Field

Virtually all motion picture cartoonists in the East and on the West Coast now are in the IATSE fold, it was indicated yesterday as the union reported the installation of Motion Picture Screen Cartoonists of New York City, Local No. 841.

Installing officer was International representative Joseph D. Basson. The local, which covers production in the New York Metropolitan area, has a membership of 300.

State Censorship Impetus Seen in Ill. Case Ruling

Industry attorneys here expressed concern yesterday over the possibility that the U. S. Supreme Court's upholding of the right State of Illinois to pass a "group libel" law might tend to broaden state censorship in general as it applies to motion pictures.

The Illinois law, which the high court upheld this week by sustaining the conviction of one Joseph Beauharnais under the statute, prohibits the publication, dissemination or display of any "lithograph, moving picture, play, drama, or sketch" that would expose citizens of any race, creed or color "to contempt, derision or obloquy." Beauharnais was convicted of publishing and disseminating lithographs and other literature reflecting on the Negro race, and was fined $200, the maximum under the statute.

Apart from expressing concern based on reading of press reports of

(*Continued on page 3*)

UA to Release Three Imports of Lopert

United Artists and Lopert Films Distributing Corp. have entered an agreement whereby UA will handle for general distribution three Lopert properties, "Outcast of the Islands," "Tales of Hoffman" and "African Fury" (formerly "Cry, The Beloved Country"), Arthur B. Krim, UA president, and I. E. Lopert, Lopert Films president, jointly announced here yesterday.

Lopert explained that his sales or-

(*Continued on page 3*)

RCA Has Kinescope With 80-Foot Throw

HARRISON, N. J., April 29.—Development of a new projection kinescope for RCA theatre television equipment which has an 80-foot projection throw was disclosed here yesterday by the company.

The new seven-inch kinescope is said to be capable of providing a 20-by-15 foot picture and has an 80-foot projection throw, compared to the old 60-foot throw, when used with a suitable reflective optical system.

ITOA, MMPTA Okay Mayer's Compo Plan

The Independent Theatre Owners Association of New York and the Metropolitan Motion Picture Theatres Association yesterday formally approved the proposal of Arthur L. Mayer, retiring COMPO executive vice-president, that a three-man committee be named to head up COMPO until a president can be elected.

Previously, Mayer received such approval from the Trade Press Group and Variety Clubs International. Six other charter members of COMPO have yet to be heard from officially.

Personal Mention

WILLIAM ZIMMERMAN of the RKO Radio legal department, is in Philadelphia today from New York and tomorrow will be in Washington.

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LEO BRECHER, New York circuit owner, returned to his office yesterday following an illness of several days, and will leave here next week for Hollywood.

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JOSEF LEYTES, Israeli producer-director, will be in Pittsburgh and Cleveland today from New York, and tomorrow will leave for Hollywood.

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WILLIAM DIETERLE, Columbia director, will arrive here today from a trip to Israel, Italy and England.

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WILLIAM WYLER, Paramount producer, will sail from here for Europe today aboard the *S. S. Queen Mary*.

WILBUR SNAPER, national Allied president, will leave here today for Colorado Springs.

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PAT CASEY, who has been visiting in Springfield, Mass., since his arrival from the Coast last week, is expected in New York on Monday, and will spend the summer here.

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HERMAN L. RIFKIN, Monogram Pictures vice-president, and MRS. SADYE M. FELIXSON were married last week on the Coast.

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GEORGE WELTNER, president of Paramount International, will leave here for Hollywood today en route to Tokyo.

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HARRY PIMSTEIN, of RKO Radio's legal staff, left here yesterday for Buffalo.

Newsreel Parade

THE signing of the Japanese peace treaty and Gen. Ridgway succeeding Gen. Eisenhower mark current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 36—War with Japan ended. Gen. Ridgway succeeds Eisenhower; Gen. Clark to the Far East. Five thousand Reds invade West Berlin. Vancouver fire. Fur in California styles. Penn relays. Water skiers.

NEWS OF THE DAY, No. 270—Official end of war with Japan. Vancouver's worst fire. Reds riot in Berlin. Birthday parade for Elizabeth. United Cerebral Palsy. Sports: Penn relays.

PARAMOUNT NEWS, No. 73—Olympic hopefuls on display. Queen Elizabeth in the news. Cerebral Palsy Drive. Japanese peace treaty. Ridgway, Clark in new appointments.

TELENEWS DIGEST, No. 18A—Ridgway succeeds Eisenhower, Clark to Far East. Newest U. S. submarine. Fire in Japan. Congress probes Katyn massacre. CARE distributes Greek relief. Nations honor Shakespeare. Tennis.

UNIVERSAL NEWS, No. 556—Japanese peace treaty signed. Cerebral Palsy Drive. Strike in Japan. Loyalty parade in New York. Miss India. Vancouver fire. Bear facts.

WARNER PATHE NEWS, No. 75—Jap treaty. Eisenhower in Luxembourg on farewell tour. Sen. Russell in Atlanta. Air Force test planes. France trains jet pilots in Morocco. Mrs. Truman meets palsy poster kids. No-wrinkle fabric. Water skiing.

Variety Mid-year '52 Meet in Pittsburgh

LAS VEGAS, April 29.—The second and third business sessions of the Variety Club convention were held today with a luncheon for the delegates and barkers between sessions. At the morning session it was decided to hold the 1952 mid-year conference in Pittsburgh to tie in with the 25th anniversary celebration of the founding of Variety Clubs. Exact dates will be determined by the Pittsburgh tent shortly.

Delegates approved a revival of motion picture shots to be taken of each tent's charity activities by each tent with all the footage being made up into a complete subject for showings in all tents and at important conventions.

Discussion was held on ways and means of expanding local newspaper, radio and TV publicity of the tents. After a lengthy discussion the clubs voted to continue their interest and activity on behalf of the Will Rogers Hospital and to lend greater aid to the annual "Christmas Salute" in which they participated last fall.

Variety Delegates To See 'High Noon'

LAS VEGAS, April 29. — "High Noon," Stanley Kramer's first Western, which stars Gary Cooper, has been selected as the only motion picture to be shown to the national convention of Variety Clubs International, now in session here. It will be screened tomorrow.

'High Noon' Premiere

"High Noon" will have its world premiere tomorrow at the Odeon-Leicester Square Theatre in London, it was announced here by Arnold Picker, United Artists foreign distribution vice-president.

Bookers Back 'Movietime'

The Motion Picture Bookers Club here has pledged all-out support to the "Movietime U. S. A." campaign. In this connection, the organization's annual dinner-dance at the Hotel Astor last weekend was dedicated to advancement of the drive.

Lester William Roth Leaves Columbia

HOLLYWOOD, April 29.—Lester William Roth resigned as vice-president of Columbia Pictures, effective May 1, it was announced today.

He will continue on a part time basis until July 1 when he will resume the practice of law, in partnership with George W. Cohen, Beverly Hills. Roth formerly was a judge of the Superior Court here. At Columbia he had functioned as a legal adviser since Jan. 2, 1947.

Voiding of Trans-Lux Election Sought

A bid to void the recent election of the board of directors of the Trans-Lux Corp., won by management, was filed with the Securities and Exchange Commission by the counsel representing a minority stockholder, according to published reports here yesterday.

Charges that management had circulated false and misleading proxy material were made in the appeal, filed for George G. Mason, by Gardner Ingraham of the law firm of McLanahan, Merritt and Ingraham.

Name Maitland Director

LONDON, April 29.—Cecil A. Maitland, secretary of M-G-M in Great Britain, has been appointed a director, following the renewal of Sam Eckman's contract and the appointment of Charles Goldsmith as assistant managing director of the company in Britain. Maitland was chief accountant for M-G-M for nine years prior to 1945.

Hyman on Month's Trip

Edward L. Hyman, vice-president of United Paramount Theatres, and his assistant Bernard Levy, left here yesterday for Chicago, Salt Lake City, San Francisco and Los Angeles. While in Los Angeles, Hyman will attend the M-G-M "Seeing Is Believing" conference on May 8-10. After leaving Los Angeles, Hyman and Levy will visit Phoenix and Tucson, returning to New York on May 27.

Distributors Upheld In Clearance Action

HOLLYWOOD, April 29. — The 9th Circuit Court of Appeals in San Francisco has upheld the Los Angeles Federal Court decision of May, 1949, in favor of 10 distributors, the James Edwards Theatre Circuit et al against Steve Chorak, operator of the Puente Theatre, Puente, Cal. Chorak sought $436,587 damages on the ground that a conspiracy existed to deprive his theatre of proper clearance.

The Appellate Court upheld the original ruling that an exhibitor does not have the right to compel a producer to furnish him with product in less than reasonable clearance, due to the fact that the film industry could not operate on a simultaneous general release basis.

In New York yesterday, a Paramount spokesman viewed the Chorak case decision as "establishing a precedent" and being "of national significance."

Heineman Sees Top Grosses for 'Queen'

On the basis of a detailed analysis of the box-office record established thus far for "The African Queen" in key cities, William J. Heineman, United Artists distribution vice-president, predicted yesterday that the film will have a domestic gross of at least $4,000,000, greater than that for any UA release since "Red River." The latter film grossed $4,000,000, according to the distributor.

Detroit 1st-Run in Plan

DETROIT, April 29.—Detroit's first theatre to establish a policy of showing first-run films almost around the clock is the Palms.

Opening as usual at 10:45 A.M., the theatre will remain open continuously until 6:00 A.M. the following morning. The new schedule will begin tomorrow, according to Rufus Shepherd, manager. United Detroit Theatres said that the new policy is patterned after that of the Woods Theatre in Chicago.

Fabian Sets Summer Box-Office Drive

An intensive drive by Fabian Theatres for increased grosses during June, July and August, sparked by a sharing plan whereby the circuit's managers will participate in any increase in grosses over the same period last year, was announced here yesterday by circuit heads Si Fabian and Sam Rosen.

In addition, Fabian and Rosen will award cash prizes to managers who lead the circuit with the highest percentages of increase in grosses over 1951.

Details of the contest plus promotion plans will be presented to the Fabian managers at a meeting scheduled for May 6 at the Hotel Astor here.

Fabian, Rosen, Lou Golding and Edgar Goth will speak at the morning session.

"Because stepped-up and intensified feature-picture merchandising will be the most important activity of the Drive, the luncheon session will be addressed by S. Charles Einfeld of 20th Century Fox; S. Barret McCormick of RKO Radio, and Max Youngstein of United Artists.

Dassa and Schmitt In New MGM Posts

Maurice Dassa, M-G-M sales manager in the Near East, has been promoted to general manager in Egypt. Robert Schmitt, formerly general manager of Egypt, will proceed to Austria to reopen M-G-M offices there. The company's product was formerly distributed in Austria by the Motion Picture Export Association.

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NEWS in Brief . . .

ROCHESTER, N. Y., April 29.—Eastman Kodak's preliminary consolidated sales for the first quarter of 1952 (12 weeks ending March 23), were approximately $119,000,000, compared with reported sales of approximately $120,000,000 for the corresponding period in 1951, Thomas J. Hargrave, president, told stockholders at the annual meeting in Flemington, N. J., today.

William G. Stuber, Perley S. Wilcox, Raymond N. Ball, Albert K. Chapman and Marion B. Folsom were re-elected directors for three-year terms.

•

The 1952 Award of the Catholic Institute of the Press will be presented to Leo McCarey, producer of Paramount's "My Son John," on Sunday, at the organization's annual Communion Breakfast to be held at the Waldorf-Astoria Hotel here.

McCarey will be the fourth recipient of the Award, presented each year to the person who has distinguished himself by the manner in which he has reflected Christian principles and fostered good citizenship through his work in his chosen field.

•

WASHINGTON, April 29.—"My Son John" was screened here tonight for local American Legion officials and Catholic Church dignitaries. The showing was given by K-B Theatres at the Ontario Theatre.

•

Twenty-four Hollywood features have been acquired by WCBS-TV for showing in New York and Washington.

The deal, although disclosed here, was consummated on the Coast with Quality Films, Inc. All of the films distributed theatrically from 1945 to 1950, and include "Angel on My Shoulder," "And Then There Were None," "Diary of A Chamber Maid," "Song of the Open Road" and "Cover Up."

The films will be shown over WTOP-TV in Washington, a CBS affiliate. They will also be offered to eight or nine other top CBS-TV affiliates.

•

Two 20th Century-Fox productions will open simultaneously on Broadway Friday. "Belles on Their Toes," sequel to "Cheaper By the Dozen," will go into the Roxy Theatre, and the Dizzy Dean story, "The Pride of St. Louis," is scheduled for the Rivoli.

Bamberger at NCA Meet

Leon Bamberger, RKO Radio sales promotion chief, will address members of North Central Allied Theatre Owners and 150 newspaper publishers and editors from Minnesota, Wisconsin and the Dakotas who have been invited to attend the NCA meeting on tomorrow and Friday in Minneapolis.

Bordonaro Suit Resumes

BUFFALO, April 29.—A Federal Court anti-trust suit brought by Bordonaro Brothers' Theatres, Inc., operators of the Palace in Olean, against Paramount, RKO Pictures and the Warner Circuit Management Corp. will resume here tomorrow.

Reviews

"High Noon"

(Stanley Kramer Prod.-United Artists)

THE entire action in Stanley Kramer's production "High Noon" occurs in almost identically the same time required to project the picture on the screen—just over 80 minutes. It is a period highly charged with suspense and excitement, calculated to grip audiences and hold them in its spell to the fade-out. Too bad it won't be seen by all from its beginning, since it is at its greatest effectiveness when so seen.

"High Noon" maintains Kramer's reputation for never having made a poor picture. It is a Western story, circa 1870, and a suspicion that little that is new and different can be hung on that well-used frame nowadays is not an unreasonable thought. Nevertheless, Carl Foreman's screenplay, based on the John W. Cunningham magazine story, "The Tin Star," the fine direction of Fred Zinnemann, an outstanding performance by Gary Cooper, discriminating casting of supporting roles and eloquent camera work, help make this a fresh and distinguished picture.

Also in the Kramer tradition, emphasis is on story and entertainment values, dressed with originality and imagination, rather than on lush production investitures. Kramer's final commitment for United Artists release, it is a valedictory sure to be popular with audiences and exhibitors alike.

Cooper, as the town marshal about to resign on his wedding day in deference to his bride's wishes, learns that Ian MacDonald, whose gang he had broken up a few years before, thus freeing the community from terrorism, has been pardoned and is returning. It is 10:40 on a Sunday morning and MacDonald will arrive by train at high noon. The picture's action covers a little more than the indicated time period.

Even though it means loss of his bride, played by Grace Kelly, Cooper decides to remain and confront his old enemy. The latter is being joined by his cronies, played by Sheb Woolley, Bob Wilke and Lee Van Cleef. Cooper hopes to raise a posse of townsmen to meet the desperadoes on even terms. He discovers that during its period of respectability, the town has forgotten its lawless past and is indifferent to its new danger. Another element is weary of law enforcement and would like to see Cooper out of the way and a wide-open town restored.

The noon train arrives bearing MacDonald, who is joined by his henchmen at the station. Without help, Cooper has the alternative of fleeing with his bride or confronting the desperados alone. He chooses the latter course. A tense manhunt begins. When it is over, Cooper has accounted for his enemy, re-won his bride and reawakened the conscience of the town. The climax is depicted with as much credibility as suspense, for maximum audience satisfaction.

Dimitri Tiomkin contributed an effective thematic composition, a sort of overture and refrain for the drama. Emmett Emerson was assistant director; Floyd Crosby was in charge of photography.

Excellent support is supplied by Thomas Mitchell, as a town leader; Lloyd Bridges, as a disgruntled young deputy, vengeful at being ignored in the selection of a successor to Cooper as marshal; Katy Jurado, as a twilight character who had been loved successively by MacDonald, Cooper and Bridges; Otto Kruger as a judge, and Lon Chaney and Henry Morgan, as friends of Cooper's unwilling to join the posse. The character bits have an authenticity that contribute materially to the effectiveness of the story.

Running time, 85 minutes. General audience classification. For July release.

SHERWIN KANE

"Red Ball Express"

(Universal-International)

A MOTION picture salute to the vehicular division of the Army's transportation corp is offered in "Red Ball Express." The film recreates a stirring fragment of World War II history and makes explosive and engrossing drama. There are however elements in the story of a strictly routine nature. For example there is the continuing enmity between Jeff Chandler, a lieutenant, and Alex Nicol, his first sergeant. A handsome feminine discovery is a pretty French girl, Jacqueline Duval, around whom a romance is spun with one of the enlisted men.

Shortly after the Allied breakthrough at St. Lo, tanks were pushing so rapidly into enemy territory that they far outdistanced their supply lines and became stalled. Air or rail transportation was impossible, leaving only trucks as a means of moving the supplies. Thus almost overnight the Red Ball Express was formed to do the rigorous job.

Throughout the picture there are intermittent battles with the enemy. Many newsreel clips have been used for authentic effect. Despite heartbreaking handicaps the trucks keep slugging on until their job is completed.

The picture's main drama is drawn from the rivalry between Chandler and Nicol. Nicol seems convinced that his brother's death was caused by Chandler's cowardice under fire. Some climatic action under attack proves to Nicol finally that he was wrong. A race prejudice angle has been fitted into the screenplay with Sidney Poitier as the Negro soldier giving a sensitive performance. Aaron Rosenberg produced and Budd Boetticher directed, from the screenplay by John Michael Hayes.

Running time, 83 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Rogers to Make 3 for Par.

Ginger Rogers has signed a three-picture contract with Paramount.

"Topsy and Eva," to be based on the life story of the Duncan Sisters, will be the first.

Mass for Tom Gorman

A Requiem Mass will be said for Thomas Gorman, former Keith-Albee-Orpheum general manager, at St. Malachy's Church here at 9:00 A.M. tomorrow.

Zanuck Paid

(*Continued from page* 1)

reelection of directors L. Sherman Adams, Robert L. Clarkson, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, Seton Porter, Murray Silverstone and Skouras.

The aggregate sum paid in 1952 to all officers and directors of the corporation, according to the proxy, amounted to $1,366,100. Other 1951 salaries listed included Silverstone, who is also president of 20th Century-Fox International Corp., $129,535; Michel, executive vice-president, $109,010; Henderson, treasurer-secretary, $63,535; Eadie, comptroller, $61,535.

The salary of Al Lichtman, director of domestic distribution, under his five-year "exclusive service" contract was given as $3,000 per week. Advisory services for a period of five years, under the agreement, call for a salary of $1,700 weekly. It was further stated that Lichtman was indebted to the corporation in the amount of $102,800 on April 19, 1952. This indebtedness, it was indicated, is payable and deductable from compensation at the rate of $200 per week until March 7, 1955 and $300 per week thereafter.

Management Opposes

A resolution governing the employment of relatives of directors and officers and the hiring of executives with a criminal record was incorporated in the proxy statement. The resolution is being proposed by stockholder Rosalind Mia Copping and is opposed by management in the proxy statement.

The resolution calls for a recommendation to the board prohibiting the employment of such relatives and executives with criminal records.

Management, in stating its opposition, called the resolution "unnecessary and unwise." Ability and character should be the criteria, management stated, not a person's family ties or past. It was further stated that such a by-law provision could not be legally enforced.

State Censorship

(*Continued from page* 1)

the Supreme Court's action, the industry attorneys indicated that they would have to read the opinion itself before venturing to estimate to what extent, if any, the action could strengthen state censorship in general.

Beauharnais challenged the state law as violative of the liberty of speech and of the press guaranteed under the due process clause of the 14th Amendment to the Constitution.

Some industry attorneys doubted whether the high court's action in the Beauharnais case could be interpreted as indicative of the position the court might take in either the "Pinky" or "Miracle" cases now pending before it. Jurisdiction is more at issue in these cases than the substance of a law like the Illinois law, it was explained.

UA to Release

(*Continued from page* 1)

ganization will continue to handle films of a more specialized nature in the future as in the past. On the pictures which will be handled by UA, the Lopert organization will act as producer's representative and will supervise the sales of these films.

RIDING HIGH TO HOLLYWOOD

The Skies Are Bright With M-G-M Hits!



"BELIEVING IS ENTHUSING"

"Since the exhibitors making this trip will be representative of all exhibitor groups their report to fellow showmen can have widespread influence. Let the enthusiasm flow through to the public and the pay-off will be substantially evidenced at the box-office.

—Editorial in BOXOFFICE MAGAZINE

"LEO SCORES AGAIN"

"A foreward step to better understanding between the source of the product and the purveyors of entertainment to the theatre going public. What better means to a spirit of understanding than to get together and look at the product which is the blood, bone and sinew of the business."

—Editorial in SHOWMEN'S TRADE REVIEW

"SEEING IS BELIEVING"

"A most dramatic and unprecedented move. Leo is extremely proud of such product as 'Scaramouche', 'Ivanhoe', 'The Merry Widow', 'Lovely to Look At', 'Pat and Mike' as well as other films. Metro says 'Seeing Is Believing.' They are going to let the product speak for itself. The optimism which will be generated will kindle sparks of showmanship all over the country. Already the industry is experiencing a healthful radiation from this activity."

—Editorial in THE INDEPENDENT

"GOOD BUSINESS RELATIONS"

"It's a new departure in the field of good business relations that should pay off. Metro is to be congratulated."

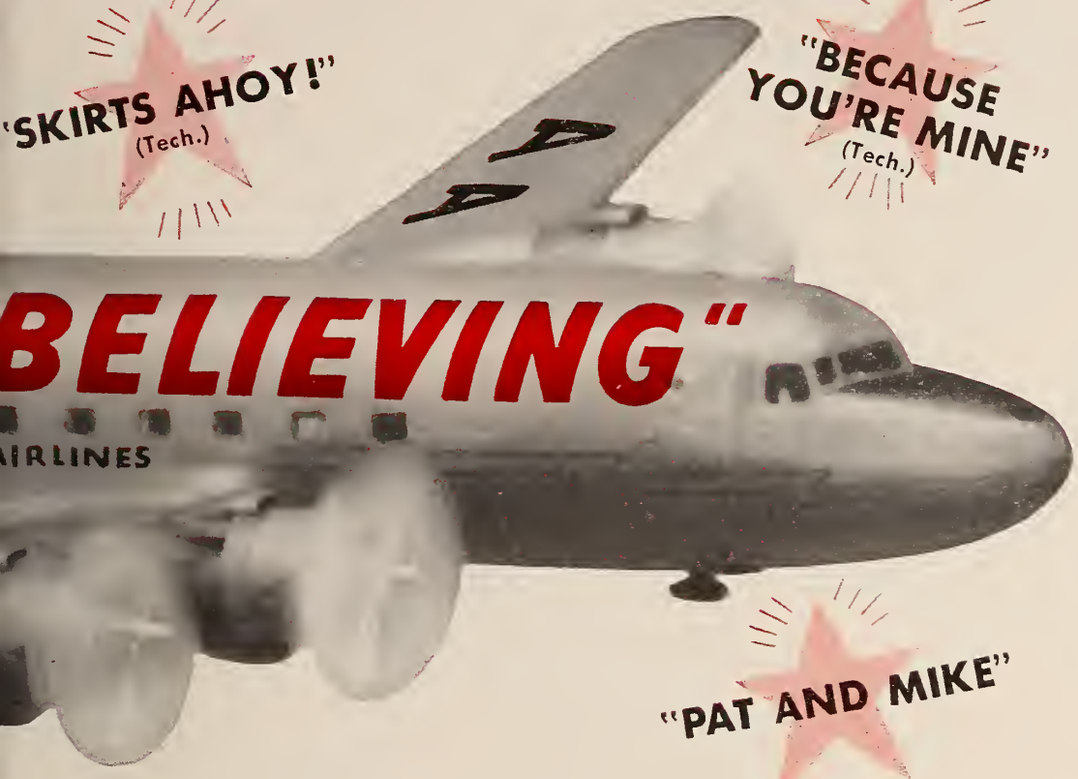
—Editorial in THE EXHIBITOR

AS TRADE PRESS CHEERS!

"SKIRTS AHOY!" (Tech.)

"BECAUSE YOU'RE MINE" (Tech.)

"ABOVE AND BEYOND"



"PAT AND MIKE"

AND MANY MORE!

"Carbine Williams" • "Mr. Congress-Man" • "The Girl In White" • "The Story of Three Loves" (*Tech.*) • "One Piece Bathing Suit" (*Tech.*) • "Plymouth Adventure" (*Tech.*) • "Prisoner of Zenda" (*Tech.*) • "Everything I Have Is Yours" (*Tech.*) • "Tribute To A Bad Man" • "The Devil Makes Three" "Fearless Fagan" • and others.

"WILL PAY RICH DIVIDENDS"

"Metro which has a way of establishing industry precedent naturally would be the company to conceive such a merchandising plan as 'Operation Seeing Is Believing.' The contribution to industry public relations could prove to be of the first magnitude. The return to their home communities of the theatre owners highly enthusiastic over what they have seen can and will pay rich dividends. A doff and extra flourish of our chapeau to Leo the Leader."

—Phil M. Daly in FILM DAILY

"M-G-M's SMART MOVE"

"M-G-M is making a smart move in corralling important exhibitors and bringing them to Hollywood. With a good layout of product, as M-G-M certainly has, any company would have little difficulty placing it in important theatres. Bringing the theatre men to Hollywood is certain to create enthusiasm that could not be worked up better and quicker. This new showmanship by M-G-M will pay off big."

—Editorial in HOLLYWOOD REPORTER

"ANOTHER METRO MASTER STROKE"

"A master stroke of good will and salesmanship. M-G-M's 'Seeing is Believing' Tour will enable exhibitor leaders to bring back a well grounded report to the thousands of theatre men they represent. There is plenty of evidence out Culver City way that M-G-M has much to offer its theatre customers."

—Editorial in FILM BULLETIN

NFFC Loans

(*Continued from page* 1)

British Lion loan despite the hopes expressed last year, but British Lion has undertaken to prepare a repayment program to become operative when the full effects of the Eady Plan are felt.

No recourse has yet been made by NFFC to the £2,000,000 recently voted by Parliament. The corporation's report nevertheless says that the past year produced difficulties due to a shortage of funds. James Lawrie, head of NFFC, declares, however, that if repayments continue at their present rate the corporation may get through this year without tapping non-governmental sources.

In three years, the report shows, NFFC assisted 177 films, mainly with end money. Last year was the top one, with 78 loans made, of which 24 were for second features or short subjects.

Lawrie claims that NFFC achieved a considerable reduction in production costs and has become more efficient in selecting films for which loans are made. He agrees, also, that operation of the Eady Plan made things easier for NFFC.

Regarding the Group Production scheme inaugurated some time ago, Group One, namely, that operating with the J. Arthur Rank Organization, has four films in exhibition and six in various stages of production. Only two of the authorized 11 production teams, namely those paid by NFFC whether producing or not, have had no pictures on the stages.

Group Two, operating with Associated British Pictures Corp., has already shown three films with one other in production. Group Three, which was designed to give a production opportunity to novitiate directors and others, has delivered three pictures with one other virtually ready and two more in production.

The report claims that the Group plan "gives the appearance of success but until some of the pictures have been exhibited, it is too early to speak with confidence."

When questioned, Lawrie himself claimed these pictures are first features but admitted that two of them were trade shown three months ago and still have not had any circuit bookings.

Out of the total films assisted by NFFC, 25 loans have been repaid. Moreover, five are making a profit in which NFFC shares off the top.

Discussiong the Eady Plan, the NFFC report says it undoubtedly helped the overall production position but it tended materially to improve results for big-grossing pictures, leaving less successful films much as they were.

Following the recent increase in the bank rate, NFFC now pays three per cent interest to the government. Varying rates are payable to NFFC by borrowers and, while they were not disclosed, obviously they must be considerably more than three per cent.

The report admits NFFC has received frequent criticism of the share of potential profit it demands on loans for individual pictures but urges that this is all the more reason why films be grouped so that the risk will be spread. It explains that is an additional reason why the Group scheme was initiated by NFFC.

Review

"Loan Shark"

(*Lippert*) *Hollywood, April 29*

IT HAS BEEN quite a spell since an all-out loan-shark racket expose has been produced in Hollywood and in this one few could be better suited to engineer the expose than George Raft. There are some expediencies and improbabilities, but all in all it compares favorably with others of its type and should draw on the strength of the marquee billing of the star.

The loan-shark in this tale is the kind who preys on workers, collecting $5 a week on a loan of $50. Martin Rackin's and Eugene Ling's script has Raft playing the part of an honest ex-convict whose sister's husband, a rubber plant worker, is killed for lining up his fellow workers to oppose the operations of the loan shark. Raft borrows from the shark, declines to pay off, beats up a thug sent to beat him up, and thus wins his way into the employ of the shark, in order to find out who killed his brother-in-law. In this fashion the story manages to show both sides of the loan shark business. Raft takes due care of the baddies eventually. Production is by Bernie Luber and direction by Seymour Friedman. Rackin also wrote the story.

Others in the cast are Dorothy Hart, Paul Stewart, Helen Westcott, John Hoyt, Henry Slate, William Phipps, Russell Johnson, Benny Baker, Larry Dobkin, Charles Meredith, Harlan Warde, Spring Mitchell, Margia Dean, Rose Elliott, Robert Bice, Mical Ragan and Virginia Carroll.

Running time, 79 minutes. General audience classification. Release date, May 23.

Okay Loew's Divorcement

(*Continued from page* 1)

to 3,000,000 at the time of reorganization.

Reelected to the board were: George A. Brownell, Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel and Henry Rogers Winthrop.

The television field and its relation to the motion picture business was explored in a number of questions by stockholders directed to the chairman of the meeting, J. Robert Rubin, who is also a Loew's vice-president.

Rubin disclosed that Loew's is "thinking seriously" of filing applications for television stations. He did not know at the present which of the two emerging companies would seek TV licenses.

Stockholder Harry Krakauer queried Rubin on the extent the market for theatres has declined in light of current TV competition. Rubin responded that "our theatres are operating at a profit." He indicated that, except for a few marginal theatres, Loew's expects a fair return on the theatres that it must sell in accordance with the consent decree.

20 Still to Divest

Under terms of the decree, an outright divestiture of 20 theatres is still required out of the present 129 theatres operated by subsidiaries of Loew's. During the past year, vice-president Vogel reported that two theatres were sold and deals are in the offing to sell two others.

Returning to the TV theme, Rubin said that Loew's had no present plans to sell its old films to home television, nor to enter the field of TV production. Such questions are under constant study, he added. The best answer to home TV, Rubin declared, is better film-fare. He expressed the company's sentiments that motion picture theatres offer "finer quality" today.

In response to queries governing salaries, pensions and profit-sharing, Rubin said the board was inclined to recommend a pension ceiling of $25,000 a year for employes heretofore engaged by the company. Rubin said he was the only remaining Loew's executive to hold a profit-sharing contract governing the residual value of films. He said the rate was 5.4 per cent of future earnings.

The chairman declined comment on the termination of Louis B. Mayer's association with the company, explaining that the terms which called for the payment to Mayer of $2,750,000 for his residual interests, was now the subject of a suit brought by minority stockholders.

He said it had not been decided as yet who the officers and directors of the two new companies would be.

The terms of the consent decree fixes a deadline date of Feb. 6, 1954 for the transfer of assets to the new theatre company.

Rubin pointed out that Loew's has been paying a dividend since 1924 in response to a question on earnings of officers of the company. He added that in 1932 and 1933, when business was off, officers voluntarily took a salary cut.

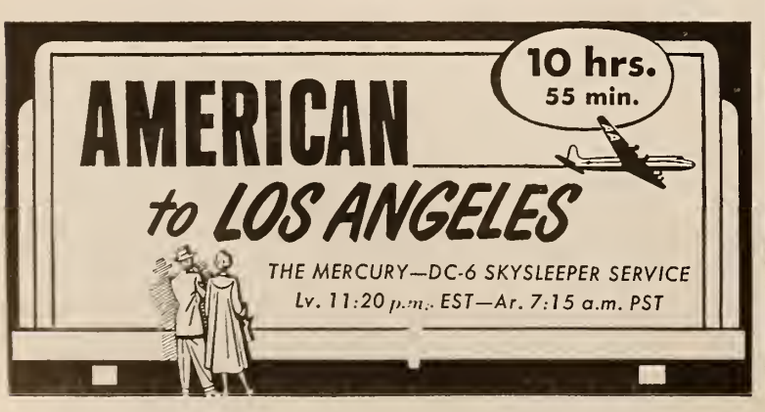
Regarding foreign operations, vice-president Moskowitz commented that "on the whole" currency restrictions are easing. Remittances to Loew's in the past two years have grown, he said, adding that the foreign field accounted for about 40 per cent of Loew's income from distribution and production.

Questioned on the expense involved in the forthcoming visit of 100 exhibitors to M-G-M studios in Hollywood, Rubin said it was worth it, stressing that those attending will represent some 6,000 to 8,000 theatres.

Friedman, vice-president, secretary and counsel, read a report on Cinerama, the three dimensional effect process, prepared by Loew's projection department. The report called Cinerama "unfeasible" and "uneconomical."

A board resolution paying tribute to the late David Warfield, former Loews' director, was read at the meeting.

Norma Shearer was nominated to the board of directors by Miss Rosalind Mia Copping, who claimed to represent the Women Shareholders in American Business. Shearer received 12,361 votes.



Sees Pact Breach In Probe Silence

Hollywood, April 29.—Federal Judge Ben Harrison, in his ruling here Monday setting aside a jury verdict awarding back salaries totaling $84,300 to Adrian Scott, writer-producer, in a breach of contract action against RKO Pictures, stated that it was his opinion that failure to reply to Congressional questioning constitutes a violation of the studio-employee contract's "morale clause."

Freeman Tops Para.

(*Continued from page* 1)

dent and secreary, $91,000; Adolph Zukor, board chairman, $78,000; George L. Weltner, president of Paramount International, $55,650, including expense allowance amounting to $2,650; Paul Raibourn, vice-president, $46,800, including expense allowance amounting to $7,800, and Fred Mohrhardt, treasurer, $44,200.

Reelect Schenck

(*Continued from page* 1)

Dietz, Joseph R. Vogel, Benjamin Thau, Marvin H. Schenck, J. J. Cohn, Louis K. Sidney, vice-presidents; Leopold Friedman, vice-president and secretary; Jesse T. Mills, controller and assistant treasurer; Dolph Schadler and Charles H. Phelan, assistant treasurers; Nicholas Nayfack, Irving H. Greenfield and Harold J. Cleary, assistant secretaries.


Give that
BRAVE WARRIOR
plenty of playing time!
HE'S GOING PLACES IN COLOR BY
TECHNICOLOR

THE PROPHET SOUNDS THE WAR CRY...
THE SHAWNEE NATION RISES IN REVENGE!

Another spectacle sensation *from Columbia!*

BRAVE WARRIOR

The West's Greatest Indian War in color by

TECHNICOLOR


Scout


Chief


Prophet


Renegade


Spy


Enemy

starring **JON HALL** with Christine Larson · Jay Silverheels
Michael Ansara · Written for the Screen by ROBERT E. KENT
Produced by SAM KATZMAN · Directed by SPENCER G. BENNET

World Experts Survey Video

By HENRY KAHN

PARIS, April 26 (By Airmail)—The first international meeting of television experts, organized by the United Nations Economic, Social and Cultural Organization, took place here. Eight countries, including the United States, were represented. The American delegates were Richard Hull of Station WOR-TV; Robert Hudson, director of radio and television at the University of Illinois, and Davidson Taylor, general production director of NBC-TV.

The meeting undertook a complete survey of television. However, only Britain and the U.S. were in a position to offer really constructive ideas because in the other countries television is just beginning. The threat to the cinema in France was cited from the report of M. Porché, French delegate, who said plans were being drawn to equip all working class apartment houses with a TV room.

Porché suggested the idea of a "pool" for television films. This, he said, would form a vehicle of exchange and would cut costs.

ACT Hits Permitted Uses in U.K. Pact

LONDON, April 29.—The Association of Cinematograph and Allied Technicians at a general meeting here adopted by acclamation a resolution demanding the withdrawal by the government of some of the permitted uses for American frozen sterling here under the Anglo-U. S. remittance plan.

The action followed a vehemently anti-American speech by George Elvin, ACT secretary, in which he stated that "thirteen-fourtheenths" of American film earnings here are being worked out under the agreement, and there is nothing in it to prevent Americans from using their frozen earnings to secure control of the British industry.

Anthony Asquith, ACT president, in addressing the meeting claimed that the Board of Trade is conniving at exhibitors' flagrant "flouting" of the quota laws. He also bluntly criticized the recent statement of J. Arthur Rank that ACT is the industry's biggest difficulty. Asquith asked: "Are we expected to remain silent in passive cooperation when Rank closes or keeps idle one studio after another?"

Another ACT resolution described the government's closing of the Crown Film unit as a "retrogressive and despicable decision showing contempt for British achievement."

Sponsored TV

(Continued from page 1)

for which the J. Arthur Rank Organization already has made elaborate plans.

Whether sponsored TV will be permitted to invade B.B.C.'s monopoly even after three years, remains to be seen. The White Paper leaves the matter open until after "the end of the rearmament program," that period being the next three years. However, it reportedly rejects proposals for commercial sound broadcasting for the duration of the B.B.C.'s new charter, which is expected to run for 10 years.

Television--Radio

Comment and Opinion

BECAUSE it is essentially a one-man show, the Red Skelton program on NBC-TV Sunday nights has been up against a difficult problem from the start. It was off to a good and promising start, then came a distinct levelling off, and now it has become so erratic, one never quite knows what to expect.

Last Sunday's show, coming as it did after a full and satisfying evening of TV entertainment, was a great disappointment and Skelton was guilty of several severe breaches of good taste in his political jokes. The whole show left one with the impression that it had been insufficiently rehearsed. This was particularly true in the last sequence at the movie-house box-office. The Skelton Film Scrap Book section of the show, which in the past has sparkled with time and Hollywood-tested Skelton comedy, Sunday was just plain dull. As usual, the Tide commercial was neatly integrated.

☆ ☆ ☆

Comedy of a very different kind was provided on CBS where the genial John Daly presided over the "What's My Line" panel-quiz show. Television has its full share of panel programs these days, most of them preoccupied with interviewing some political personality. That's why "What's My Line" comes as welcome relief. Its panel members are clever, witty people who know how to keep the ball rolling all the time. The basic formula of the show embodies a potent comedy element, and Daly plays it for all it's worth. The device of letting the audience in on the profession of the panel's guest has its merits, but it might be even more fun if the viewer were permitted to do his own guessing.

☆ ☆ ☆

When it comes to putting over a song on the air—whether it's radio or television—the uncontested champion in the field undoubtedly is Dinah Shore, that talented young lady with the charming smile and that easy-going appeal that has catapulted her to stardom in radio, TV, the movies and on records. Her voice and delivery are the kind that stick pleasantly in one's memory. Often copied, Dinah has never been equalled and for the moment, at least, looks firmly entrenched as the singing queen of the air-waves.



Dinah Shore

Already on the radio three times a week over CBS with Jack Smith, Dinah now enjoys a solid and enthusiastic following for her twice-a-week 15-minute TV show over the NBC network. It has a format that somehow reflects the personality of the star—informal, charming and thoroughly delightful. The combination of the show's tasteful settings and Dinah's own unique interpretative talents provides TV with one of its most enjoyable dinner-hour shows.

Dinah hails from Winchester, Tennessee. While in college she already had her own quarter-hour song show, "Dinah" was her theme song, and the name stuck. In 1937 she did some work for WNEW. A two-week date at the Strand brought her to Xavier Cugat's attention. Eddie Cantor signed her, and eventually CBS made her star of her own show in 1943.

☆ ☆ ☆

PEOPLE: Frank White, president of the Mutual Broadcasting System, has resigned and will be succeeded by Thomas F. O'Neil, president of Thomas S. Lee Enterprises. William H. Fineshriber, Jr., executive vice-president, joins the board of directors of Mutual. . . . Brig. Gen. David Sarnoff, RCA board chairman, voted the first RTMA award as the man who has done most for the advancement of the radio-TV industry. . . . William Froug named as program supervisor of network programs for CBS Radio in Hollywood. He joined the network in 1948. . . . Edward R. Murrow to be the principal speaker at the Peabody Awards Luncheon tomorrow.

☆ ☆ ☆

Bette Davis made an auspicious debut in television as guest of Jimmy Durante last week. She proved again that she is a great comedienne. . . . Chris J. Witting, director and general manager of the DuMont Television network, says business was up 68 per cent during the first three months of 1952 compared with the same period in 1951. And ABC reports a total of 926 sponsors currently are making use of 18 cooperative ABC radio network shows. . . . Donald Davis doing himself proud on the "Studio One" TV show which he took over from Worthington Miner. . . . "Claudia" seems to have taken on a new spirit since moving to CBS. . . . ABC-TV's "The Hot Seat" an interesting new show.

FRED HIFT

UK Producers Eye TV Market

LONDON, April 29.—Sir Alexander Korda's plans to produce films for American television and release them for theatre exhibition here are regarded by observers as having a bearing on differences with the British Film Producers Association which led Korda to give six months notice last week of his intention to resign from the BFPA.

Other producers here, envisioning large profits in the Korda TV film plans, are mulling similar moves, with the thought that such films, if produced now, might also be used in the television market here, too, should sponsored TV ever be permitted.

It is known that BFPA has gathered information on TV stations throughout the world and, although it has adopted no known official policy, some sources believe Korda apparently is jumping the gun.

Offer Tax Changes For U.K. Theatres

LONDON, April 29.—Amendments to the new finance bill proposing changes in the incidence of the entertainment tax have been introduced as a result of efforts by the Cinematograph Exhibitors Association.

The amendments propose that seats up to ninepence be tax free; that the one shilling threepence seat be reintroduced with a tax of fourpence and an Eady levy of one farthing per seat, instead of the present three farthings, and that a tax reduction of one halfpenny be made on seats at the gross prices of one shilling sixpence, one shilling ninepence and two shillings onepence.

It is estimated the proposals would cost the Treasury around £500,000 a year, if adopted.

Socialist sponsors of the CEA amendments will urge the remissions on the ground that Chancellor of the Exchequer Hugh Gaitskell's estimate of the amount accruing to exhibitors on the last adjustment of the tax has not been fulfilled. Gaitskell claimed that his agreement with CEA on the Eady Plan would bring £1,500,000 to exhibitors. Not only are the receipts considerably short of that amount but theatre running costs are still rising, it will be pointed out.

Kreisler Quits MPA

(Continued from page 1)

ing house in the U. S. for foreign films and will channel the product to television stations and specialized "art" theatres in accordance with distribution and marketing needs. It will also represent foreign film and TV producers as consultants on production as well as marketing and programming of product.

Kreisler was director of the MPAA unit since its activities in 1950. Irving Maas, who earlier this month joined MPAA's International Division, was assigned by Eric A. Johnston, MPAA president, to take over Advisory Unit activities in addition to his other duties.

The MPAA unit's program of assistance and services to foreign film producers will continue substantially along presently constituted lines.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Mar. 23	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD—104 min. (Rev. 3/10/52) SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52) JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D—65 min. (Rev. 3/3/52)		THE WILD NORTH (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	HOLD THAT LINE Leo Gorcey CD—64 min. (5211)	(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (5105) (Rev. 1/28/52)	LEADVILLE GUNSLINGER Alan "Rocky" Lane O—54 min. (5171) (Rev. 3/26/52)	(March Releases) RANCHO NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (221) (Rev. 2/11/52)	(March Releases) FIVE FINGERS James Mason Danielle Darrieux D—108 min. (Rev. 2/13/52)	(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/20/51)	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215) (Rev. 3/6/52)	A STREETCAR NAMED DESIRE Vivien Leigh Marlon Brando D—122 min. (104) (Rev. 6/14/51)
Mar. 30	JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D—65 min. (Rev. 3/3/52) OKINAWA Pat O'Brien Cameron Mitchell D—67 min. (Rev. 2/27/52)	WINGS OF DANGER Zachary Scott D—72 min (5106)		THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)			THE PACE THAT THRILLS Bill Williams D—63 min. (213) (Rev. 3/18/52) WHISPERING SMITH VS. SCOTLAND YARD Richard Carlson D—77 min. (222) (Rev. 3/18/52)	VIVA ZAPATA! Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	(Al D'Camp) STRANGE WORLD Alexander Carlos Angelica Hauff D—85 min. (Rev. 4/1/52)	FLESH AND FURY Tony Curtis Jan Sterling D—82½ min. (214) (Rev. 3/11/52) THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (117) (Rev. 2/6/52)
Apr. 6	NIGHT STAGE TO GALVESTON Gene Autry O—61 min. (Rev. 3/13/52)		SINGIN' IN THE RAIN (Color) Gene Kelly Donald O'Connor M—103 min. (Rev. 3/12/52)	JET JOB Stanley Clements D—63 min. (5215) (Rev. 3/26/52)		THE FABULOUS SENORITA Estelita Robert Clarke MC—80 min. (5125) (Rev. 4/1/52)	ROAD AGENT Tim Holt O—60 min. (223) (Rev. 2/18/52) RASHOMON (Japanese) A—90 min. (268) (Rev. 1/3/52)	(April Releases) WITH A SONG IN MY HEART (Color) Susan Hayward Rory Calhoun DM—117 min. (Rev. 2/20/52) THE PRIDE OF ST. LOUIS Dan Dailey Joanne Dru D—93 min. (Rev. 2/26/52)	(Mark Robson-Robert Wise) CAPTIVE CITY John Forsythe Joan Camden D—91 min. (Rev. 3/26/52)	(April Releases) MA AND PA KETTLE AT THE FAIR Marjorie Main Percy Kilbride C—78 min. (216) (Rev. 3/18/52) THE BATTLE AT APACHE PASS (Color) Jeff Chandler John Lund OD—85 min. (217) (Rev. 4/2/52) (J. Arthur Rank) THE MAN IN THE WHITE SUIT Alec Guinness Joan Greenwood C—86 min. (282) (Rev. 4/2/52)	JACK AND THE BEANSTALK (Color) Abbott and Costello C—78 min. (118) (Rev. 4/3/52)
Apr. 13	(April Releases) THE MARRYING KIND Judy Holliday Aldo Ray CD—93 min. (Rev. 3/12/52)		TALK ABOUT A STRANGER George Murphy D—65 min. (Rev. 2/27/52)	THE GUNMAN Whip Wilson O—52 min. (5252) (Rev. 3/26/52)	(April Releases) MY SON, JOHN Helen Hayes Van Heflin D—122 min. (5116) (Rev. 3/20/52)	BORDER SADDLE MATES Rex Allen O—67 min. (5143)	(April Releases) TARZAN'S SAVAGE FURY Lex Barker D—80 min. (004) (Rev. 3/18/52)				THE LION AND THE HORSE (Color) Steve Cochran OD—83 min. (119) (Rev. 3/21/52)
Apr. 20	THIEF OF DAMASCUS (Color) Paul Henreid John Sutton D—78 min. (Rev. 3/26/52)	VALLEY OF THE EAGLES Jack Warner D—83 min. (5114) (Rev. 3/18/52)	WHEN IN ROME Van Johnson Paul Douglas CD—78 min. (Rev. 2/28/52)		AARON SLICK FROM PUNKIN CRICK (Color) Alan Young Dinah Shore CM—95 min. (5119) (Rev. 2/26/52)	WILD HORSE AMBUSH Michael "Red" Chapin Eilene "Judy" Janssen O—54 min. (5069) (Rev. 4/28/52)	MACAO Jane Russell Robert Mitchum D—81 min. (224) (Rev. 3/21/52)				
Apr. 27	LARAMIE MOUNTAINS Charles Starrett Smiley Burnette O—53 min. (Rev. 4/7/52)	DUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	YOUNG MAN WITH IDEAS Glenn Ford Ruth Roman CD—84 min. (Rev. 2/27/52)	WILD STALLION (Color) Ben Johnson D—70 min. (5205)		HODDLUM EMPIRE Brian Donlevy Claire Trevor D—98 min. (5105) (Rev. 2/20/52)	TARGET Tim Holt O—60 min. (227) (Rev. 4/2/52) (Re-Releases) I WALKED WITH A ZOMBIE James Ellison Tom Conway D—68 min. (Rev. 3/16/43)				
May 4				KANSAS TERRITORY Wild Bill Elliott O—73 min. (5225)		GOBS AND GALS George & Bert Bernard C—86 min. (5128) (Rev. 4/29/52)	THE BODY SNATCHER Boris Karloff D—78 min. (Rev. 2/16/45)		(Allart) WITHOUT WARNING Adam Williams D—75 min. (Rev. 4/1/52)		MARA MARU Errol Flynn Ruth Roman D—98 min. (120) (Rev. 4/3/52)
May 11	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52) SOUND OFF (Color) Mickey Rooney MC—83 min. (Rev. 4/4/52)		CARBINE WILLIAMS James Stewart Wendell Corey D—101 min. (Rev. 4/16/52)	DESERT PURSUIT Wayne Morris Virginia Grey D—71 min. (5209)	(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52)		(May Release) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52)	(May Releases) DEADLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52)	(Donald Hyde-Anthony Veiller) RED PLANET MARS Peter Graves D—87 min.	(May Releases) RED BALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218)	
May 18	A YANK IN INDO-CHINA John Archer Douglas Dick D—67 min. (Rev. 4/3/52)	LOAN SHARK George Raft Dorothy Hart D—79 min. (5111)	THE GIRL IN WHITE June Allyson Gary Merrill D—93 min. (Rev. 3/13/52)		RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)	BLACK HILLS AMBUSH Alan "Rocky" Lane O—54 min. (4815)	THE FAITHFUL CITY Jamie Smith OD—81 min. (Rev. 4/17/52) THE HALF BREED (Color) Robert Young Janis Carter OD—81 min. (Rev. 4/17/52)	BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. (Rev. 4/3/52)		BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) (Rev. 4/11/52) NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C—82 min. (220)	THE SAN FRANCISCO STORY Joel McCrea Yvonne DeCarlo OD—80 min. (121) (Rev. 4/8/52)
May 25	APACHE COUNTRY Gene Autry O—62 min.		SKIRTS AHOY! (Color) Esther Williams Joan Evans M—109 min. (Rev. 4/11/52)	AFRICAN TREASURE Bomba D—70 min. (5207)			(Re-Releases) KING KONG (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (Rev. 5/4/43)	DUTCASTS OF POKER FLAT Dale Robertson Anne Baxter D—81 min.	(Alex Gottlieb) THE FIGHTER Richard Conte Vanessa Brown D—78 min.		
June 1		STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109)	GLORY ALLEY Ralph Meeker Leslie Caron D—82 min.								ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 85 NEW YORK, U.S.A., THURSDAY, MAY 1, 1952 TEN CENTS

Insider's Outlook

By RED KANN

SOME titles may be over-long, as we were remarking two columns ago to a few echoing cheers. But there are others so short and pithy they make marquees gurgle with pleasure. Here's a quick run-through, by no means all-embracing:

Branded, Breakthrough, Carrie, Carson City, Encore, Dallas, The Fighter, Five, 5 Fingers, The Frogmen, High Noon, Hong Kong, Ivanhoe, Jet Pilot, Kangaroo, Kim, Kind Lady, Lily, Lone Star, Love Nest, M, Macao, Mara Maru, The Medium, Minnesota, The Mob, Mutiny, Navajo, Obsessed, Okinawa, Pat and Mike, Paula, Pickup, The Racket, Rashomon, Rhubarb, Rio Grande, The River, Roadblock, Rodeo, Royal Wedding, The Savage, Scaramouche, Show Boat, Skirts Ahoy!, The Sniper, Sound Off, Starlift, The Strip, The Stooge, Target, Teresa, The Thing, Up Front, Valentino, Waco, Warpath, and The Well.

■

IT'S about time that an executive in high places took an official crack at exhibitors who think they are showmen when they combine two top-grade "A" attractions on one program with little realization of what they are doing to the product and to themselves. There are instances where two attractions, each costing upwards of $2,000,000, and in Technicolor, have been thrown together in subsequent runs after playing solo first-run in the same city. The practice, when carried to such extremes, is vicious.

Harry Warner indulged in no detail, but he must have had something like this in mind when, in a message to a Warner sales meeting in Pittsburgh, he observed: "Tell our customers the economics of 1952 more than ever before require us to spend in order to earn and that the responsibility for earnings belongs to the exhibitor for getting maximum performance from good pictures. It must be done without panic symptoms, such as putting two of the market's finest pictures on one bill, thereby drying up the earning force of both pictures without regard to studio cost or the thinning out of pictures available to this current market."

Congressman Cites Films For Getting Rid of 'Reds'

WASHINGTON, April 30.—Representative Yorty, California Democrat, said today that the motion picture industry is "doing a fine job in cleaning its own house" of Communists.

"The Communists in Hollywood are a small minority," Yorty said, "and should not be used by publicity-seekers to unfairly discredit a great industry and its artists."

Yorty made the statement at a House Un-American Activities hearing, where actor Edward G. Robinson, appearing voluntarily for the third time before the Committee, again denied he ever had been a Communist or fellow traveler. Yorty commended Robinson's statement, declaring that the most that could be said against Robinson was that he had been used by the Communists.

Acting chairman Walter (D., Pa.)

(*Continued on page 4*)

NCA Allied Annual Meet Opens Today

Minneapolis, April 30.—Indications are that while the North Central Allied two-day convention, opening here tomorrow, is not scheduled to attack trade practices, the agenda favoring a newspaper clinic and advertising forum planned to improve relations between the exhibitor and his local newspaper, delegates will come to the annual meet determined, as in the past, to complain about alleged trade abuses.

Seeks D. of J. Aid For Skiatron Films

Skiatron representatives in Washington have been conferring with Department of Justice attorneys on the reluctance of the majority of film companies to supply product for the projected Skiatron subscription-television test in New York, Arthur Levey, Skiatron president, disclosed here yesterday.

The occasion was Skiatron's annual meeting of stockholders. Following the reading of Skiatron's annual report, Levey expressed confidence that all film companies would eventually "go along with the test." He would not divulge the reaction of the Justice Department to his complaint, made last January, when only

(*Continued on page 4*)

'Pennsylvania Week' Committees Named

PHILADELPHIA, April 30.—Mrs. Edna R. Carroll, head of the state censor board, is chairman; E. G. Wollaston is vice-chairman, and Jay Emanuel is treasurer of the film industry's committee for the annual "Pennsylvania Week," Oct. 13-19, during which all industries in Pennsylvania will "gird for defense."

The general film committee consists of James P. Clark, Highway Express;

(*Continued on page 4*)

Rackmil-Rank Meet Seen as Effort to Buy Rank's 'U' Stock

Milton R. Rackmil, president of Decca Records, may attempt to revive efforts to purchase J. Arthur Rank's 134,375 shares of Universal common stock when he arrives in London next week, it was reported here yesterday. Rackmil is scheduled to leave here by plane on Sunday.

There was no official comment obtainable yesterday on the reports. However, it is known that no formal plan for the merger of Universal and Decca has been completed as yet and observers close to the situation point out that in view of that fact there is nothing concrete that Rackmil could put before Rank, or for which he could solicit Rank's support.

For that reason, it is believed, the

(*Continued on page 4*)

Kalmenson to Open Chicago Meeting

CHICAGO, April 30.—The third and final regional sales meeting in the series conducted for Warner Brothers by Ben Kalmenson, distribution vice-president, will open here tomorrow at the Blackstone Hotel. It will run through Friday.

Major Albert Warner and Samuel Schneider, vice-presidents of the company, will address the meetings. Roy Haines, Western division sales manager, will head the delegation of his district managers, branch managers

(*Continued on page 4*)

$613,000 Paid By CBS in '51 For Features

Syndicated Films Cost TV Network $1,064,900

WASHINGTON, D. C., April 30.—Columbia Broadcasting System told the Federal Communications Commission today that it paid $613,000 for feature-length films in 1951.

In addition, CBS said that in 1951 it paid $27,000 for non-feature length films, excluding news, special events, and kinescopes. It also paid $1,064,900 last year for films for syndication. This figure does not include feature films, CBS attorneys said, but covers principally films made especially for television.

The company put these figures in the record of the Commission's Paramount hearings in response to a motion by Morton Galane, attorney for Allen B. DuMont Laboratories, requesting film rental information from United Paramount Theatres, Ameri-

(*Continued on page 4*)

Pathe Stockholders Vote Name Change

CLEVELAND, April 30.—The Pathe Industries stockholders' meeting here today passed proposals to change the name of the company to Chesapeake Industries, Inc.; to issue an additional one million shares of common stock; and to reelect the following board of directors—Donald Carter, Edwin Cox, Kenneth M. Young, William C. MacMillian, Jr., Robert W. Purcell and Charles Shipman. No other business was transacted.

Sharp Decline in U.S. Tax Receipts

WASHINGTON, April 30.—General admission tax collections in March, reflecting February business, were almost $6,000,000 below those of March 1951, one of the sharpest year-to-year drops in many months, the Bureau of Internal Revenue reports.

Collections in March amounted to $19,863,940, compared with $25,625,450 in March 1951. 1951 first quarter collections were almost 12 per cent below those of the 1952 first quarter.

Drive-ins Show 3 To 4 Films Nightly

Cincinnati, April 30. — A new high in quantitative entertainment is found at drive-ins operating near here. The Holiday is showing three full-length features, while the Acme shows four features nightly, with no additional admission charged in either case.

Tents Give 'Heart' Reports to Judges

LAS VEGAS, April 30.—The third day of the 16th annual convention of the Variety Clubs was devoted almost exclusively to the reading of the annual "Heart" reports by each tent so that the three-man board of judges could select the tent which in their judgment was entitled to the charity citation award for the most outstanding charity job of the year.

After listening to the 40 tent reports the judges went into session to decide which was to be the winner. Announcement will be made at the "Humanitarian Award" dinner. Handling of the "Heart" report session was in the hands of Morton Gerber and Edward Shafton.

After the luncheon a special committee selected the Dallas and Philadelphia "Heart" pages in the *Journal* as the most outstanding in art, layout and text and the Las Vegas Tent awarded to each of them a magnificent trophy.

Charles P. Skouras visited the business meeting and spoke briefly to the organization, stating in part: "I urge you to pick your leaders carefully and select only men possessing the important qualities of leadership, because your organization will either rise or fall on the quality of their leadership.

Following the reading of the "Heart" reports Sheriff Glen Jones swore in all the delegates as special deputy sheriffs and presented them with badges of their office.

Buchman Trial Is Set for May 26

WASHINGTON, April 30.—The trial of Sidney Buchman for contempt of Congress has been set for May 26 in U. S. District Court here before Judge Dickinson Letts.

Buchman, Hollywood producer, was cited for contempt after he refused to appear before the House Committee on Un-American Activities in answer to a subpoena.

'Tomorrow' to Loew's

The Italian-made "Tomorrow Is Too Late" will conclude a four-week run at Loew's State here on May 9 and on May 16 will open on the Loew's Metropolitan New York circuit. On May 6 the production will open at Loew's Metropolitan in Brooklyn and at Loew's State in Newark. Joseph Burstyn, Inc., is distributing in the U. S.

Personal Mention

W. PARKMAN RANKIN, manager of motion picture advertising for *This Week* magazine, will return to New York Wednesday from a two-week trip to the Coast.

•

HERMAN RAUCHER of the 20th Century-Fox ad department and BILL STUTMAN of the publicity department, have written a song which will be performed by Nat (King) Cole and his trio on the "Songs for Sale" CBS-TV show Saturday evening.

•

RALPH E. PECKHAM, Southern division manager of Classic Pictures, will leave here for Atlanta today.

•

RUSSELL STEWART of M-G-M's home office publicity department is vacationing in Charleston, W. Va.

SAMUEL FULLER, writer-producer-director, will return to Hollywood from New York today.

•

CARL PEPPERCORN, RKO Radio Canadian district manager, is in New York from Toronto for discussions with CHARLES BOASBERG, North-South division sales manager.

•

LOU J. KAUFMAN, Warner Brothers home office theatre executive, is in Cleveland today from New York.

•

ARTHUR WILLI, head of RKO Radio's talent department in New York, will leave today for Chicago.

•

SOL LESSER will arrive here from the Coast over the weekend en route to Europe on Tuesday.

Trans-Lux Hits Mason's Tactics

The recent application to void the Trans-Lux election, made by the defeated George Mason stockholders group, was yesterday termed "harassment" tactics by the Trans-Lux management.

In a statement commenting on Mason's bid to the Securities and Exchange Commission, the Trans-Lux management maintained that the election was fairly conducted and the proxies were solicited in accordance with the rules and regulations of the SEC. Mason's group complained to the SEC that proxy statements made by management were "false and misleading."

Agreement Reached With Director's Unit

HOLLYWOOD, April 30.—The Screen Directors Guild and major studios have reached an agreement on wage revisions in their eight-year contract, signed in 1950.

Upped minimums include a four-week guarantee at $550 weekly for Westerns budgeted under $100,000 and a five-and-a-half week guarantee at the same figure for all other features.

Templeton in U. S. Post in Germany

WASHINGTON, April 30.—The State Department has announced the appointment of George Templeton, Hollywood director, writer and actor, as chief of the motion picture program in the Office of the U. S. High Commissioner in Germany. The program produces and distributes documentary and other films in Western Germany.

Citation Presented to Fox

Honoring 20th Century-Fox for its production of "Belles on Their Toes," Ford Stewart, president and publisher of the *Christian Herald*, yesterday presented a plaque to the company citing the film as the "best picture" of the month. The citation, which was voted by the Protestant Motion Picture Council, was accepted for the company by W. C. Gehring, executive assistant general sales manager.

Now Fear No Harm to Films in Ill. Ruling

After having read and studied yesterday the opinions of U. S. Supreme Court Justices in the so-called Illinois "group libel" case, industry legalites said they could see nothing pernicious to the industry in the majority opinion. In one or more of the dissenting opinions, however, they found "disquieting" concepts.

With only news stories of the high court ruling available on Tuesday, industry attorneys then expressed concern over the possibility that the Court's upholding of the right of Illinois to pass a "group libel" law might tend to broaden state censorship in general as it applies to motion pictures. After reading the majority opinion in full, the legalites' concern vanished.

Gehring to Address Reviewing Groups

PHILADELPHIA, April 30. — Eight hundred members of the Philadelphia Motion Picture Reviewers organization, composed of educational, religious and women's groups who report to their membership on films, will hear an address here tomorrow by W. C. Gehring, executive assistant general sales manager for 20th Century-Fox.

Gehring will discuss product coming from the industry and stress general public relations topics designed to foster good-will for films. The luncheon-meeting will be held at the Warwick Hotel.

Promote Malisow to Minneapolis Branch

Saul Malisow has been promoted to the post of 20th Century-Fox branch manager in Minneapolis, succeeding Ralph Pielow, who resigned, effective April 26, it was announced here by director of distribution Al Lichtman.

Malisow was formerly assistant to Midwest division manager Moe Levy.

To Run Hopper's Story

Hedda Hopper's autobiography, "From Under My Hat," will be published in *Woman's Home Companion* this summer.

MGM's Rodgers Sees Continued Goodwill Within the Industry

At a meeting here yesterday of the New York Film Board of Trade, William F. Rodgers, Loew's vice-president and chairman of the distributors arbitration negotiating committee, discussed the efforts being made to set up industry arbitration and conciliation machinery.

He expressed the hope that the industry would continue to develop goodwill among the various branches so as to be able to avoid the conflict and litigation which have interfered with public relations.

Board members and guests greeted enthusiastically Rodger's appeal for a reasonable approach with respect to industry problems. A question-and-answer period followed Rodgers' address.

The meeting was under the chairmanship of Henry Randel, president of the board. Louis Nizer, board secretary and counsel, introduced Rodgers.

Balaban to Coast For Sales Meet

En route to the Coast for a sales meeting, Barney Balaban, Paramount president, will stop off in Chicago at the weekend to visit his brother John, who is ill.

Y. Frank Freeman, vice-president in charge of studio operations, and Don Hartman, studio production chief, will address the Coast sessions, along with E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp.; Jerry Pickman, advertising and publicity vice-president, and Sid Blumenstock, advertising manager. After the sales meeting, Balaban plans to go to Oakland, Cal., where the Chromatic Television Laboratory has its pilot plant for the development of a television color tube. While there, Balaban contemplates discussing plans for the production and use of the color tube.

To Make Film on Luther

Louis de Rochemont has been engaged by Lutheran Church Productions, Inc., to produce a feature based on the life of Martin Luther. It will be made in Germany with shooting scheduled to start Aug. 1. Lutheran Church Productions will handle distribution arrangements.

Buy Former Star's Novel

HOLLYWOOD, April 30. — "Poppa's Delicate Condition," novel by silent screen star Corinne Griffith, has been purchased by Paramount. Burton Lane, Broadway composer, will make his production bow with this film, slated for color by Technicolor.

Johnston Sees Truman

WASHINGTON, April 30. — Motion Picture Association of America president Eric A. Johnston had a White House visit with President Truman this morning, on "Point Four" business.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

WARNER BROS. HAVE 5 OF THE "TOP TEN MONEY-MAKING STARS"!

IN QUIGLEY PUBLICATIONS' NATION-WIDE POLL OF EXHIBITORS

JOHN WAYNE ..... NEXT FROM **Warner Bros.** *in*

"JIM McLAIN"

ABBOTT & COSTELLO .. NOW FROM **Warner Bros.** *in*

"JACK and the BEANSTALK"

An EXCLUSIVE Production — IN SUPERcineCOLOR

RANDOLPH SCOTT ..... NEXT FROM **Warner Bros.** *in*

"CARSON CITY"

Color by WARNERCOLOR

GARY COOPER ..... NEXT FROM **Warner Bros.** *in*

"SPRINGFIELD RIFLE"

Color by WARNERCOLOR

DORIS DAY ..... NEXT FROM **Warner Bros.** *in*

"THE WINNING TEAM"

And

THE "ALL-TIME CHAMPION DIRECTOR"

MICHAEL CURTIZ

3 OF THE "10 STARS OF TOMORROW"

GENE NELSON · FRANK LOVEJOY · DAVID BRIAN

"CHAMPION SHORT SUBJECT"
FOR THE EIGHTH YEAR IN A ROW!

BUGS BUNNY

Color by TECHNICOLOR

3 OF THE "10 BEST MONEY-MAKING SHORT SERIES"

BUGS BUNNY · JOE McDOAKES · MERRIE MELODIES

Color by TECHNICOLOR — COMEDIES — Color by TECHNICOLOR

Kalmenson

(*Continued from page* 1)

and salesmen. Mort Blumenstock, vice-president in charge of advertising and publicity, will outline merchandising plans on forthcoming product. Others from the home office will include Norman H. Moray, short subjects sales manager; I. F. Dolid; Howard Levinson; Bernard R. Goodman, supervisor of exchanges; R. A. McGuire, auditor of exchanges; Gil Golden, advertising manager; Larry Golob, Eastern publicity director; W. W. Brumberg, head of the field exploitation staff, and Charles Baily.

Attending from the field will be Midwest district manager Harry A. Seed, Chicago; branch manager George Lefko, Chicago; and salesmen T. D. Levy, J. B. Sokley, C. W. Spicer, George Weinberg, H. P. Decker; branch manager Joe Baringhaus, Detroit, and salesmen W. B. Collins, S. L. Gilbert, E. C. Murphy; branch manager Nat Marcus, Milwaukee, and salesmen N. Bieringer, L. Dizon.

Also, acting Prairie district manager Art Anderson, Minneapolis; branch manager Leon Mendelson, Des Moines, and slaesmen N. C. Holt, R. H. Thomas, S. Soderberg; branch manager R. C. Borg, Kansas City, and salesmen J. T. Manfre, T. R. Thompson, J. Harris, H. Cass; branch manager M. B. Adcock, Minneapolis, and salesmen C. J. Chouinard, C. A. Jackson, H. T. Blass, E. H. Hill, R. W. Branton, E. R. Anderson; branch manager F. J. Hannon, Omaha, and salesmen W. D. Wink, R. N. Hirz, A. E. Gardner; branch manager Lester Bona, St. Louis, and salesmen W. Gleason, J. Hill, A. Leonard, H. Hisey.

Also, West Coast district manager Henry M. Herbel, Los Angeles; branch manager E. A. Bell, Denver, and salesmen W. A. Haefliger, J. R. Levee, E. Lebby; branch manager Fred Greenberg, Los Angeles, and salesmen F. Reimer, W. Sharnas, G. Tripp, J. Sarfaty, W. Watmough; branch manager Al Oxtoby, Portland, and salesmen M. F. Keller, C. M. Miller; branch manager W. F. Gordon, Salt Lake City, and salesmen K. K. Pack, P. B. Brown, R. M. Stafford; branch manager A. Shmitken, San Francisco, and salesmen W. C. Wheeler, A. W. Baron, E. S. Hampton; branch manager Pete Stewart, Seattle, and salesmen J. W. Spear, E. G. Straley.

Haiti Prepares for 'Bailey' Visitors

The Republic of Haiti is preparing to receive the 60 American newspapermen and stars who will leave New York on Saturday for Port-Au-Prince by Pan American flagship to attend the four-day festival surrounding the premiere of 20th Century-Fox's "Lydia Bailey," the company reported here yesterday.

The press party will be met at sea by a squadron of Haitian fighter planes which will escort the flagship, named the "Lydia Bailey," to its destination. At city hall ceremonies, Mayor Nelaton Camille will officially proclaim a holiday period. On Sunday, "Lydia Bailey Day" throughout the republic, President Paul Magloire will receive the group and attend the world premiere along with other government officials. On Tuesday a dinner will be given the group by American Ambassador Howard K. Travers. The newspaper contingent will start the return journey Tuesday night.

Lushane in Deal for Linkletter TV Films

HOLLYWOOD, April 30.—The newly-formed Lushane Investment Co., film and television financing corporation headed by Maxwell Shane, Alfred Lushing and Sidney Lushing, has closed a deal with Art Linkletter, John Guedel and Irvin Atkins for production of a series of 15-minute TV film programs starring Linkletter.

The deal calls for 104 programs a year for a three-year period.

Review

"Carson City"

(Warner Brothers)

THE LUSTY capital of Nevada in the 1870's comes in for large-scale Western treatment in "Carson City." The picture is handsomely framed, in Warner-Color, and presents Randolf Scott as a rough and tumble construction engineer. The screenplay, by Sloan Nibley, offers a few unusual details to highlight the constant action and consequently to increase general audience interest. Supporting Scott are Lucille Norman, a lovely blonde in her first non-singing role, and Raymond Massey, an elegant villain and chief of the gang known in legend as "the Champagne Bandits."

The latter were the bane of mine owners of the famous Comstock territory, concentrating their efforts on the stage lines carrying gold over the rugged country between Carson City and Virginia City. No ordinary bandits they, however; while looting the stages they wined and dined the passengers on chicken and champagne, thus doing an extremely effective job of public relations and sometimes making the witnesses too tipsy to testify.

Scott is called in on the case when irate bankers decide to build a railroad from Carson City to Virginia City to safeguard their gold. The bulk of the picture's action centers about the tribulations involved, all of which are instigated by Massey who, posing as a mine owner, rallies the Carson City populace against the wheels of progress. Among the initially misguided are Miss Norman, a newspaper reporter, and Richard Webb, Scott's brother.

Director Andre De Toth kept things on the move continuously. One especially effective sequence has Scott and several railroad workers trapped by a landslide in a mountain tunnel. The landslide proves the first clue to the identity of the villains, who are caught in a last desperate raid on the initial run of the train.

David Weisbart produced, in collaboration with Winston Miller.

Running time, 87 minutes. General audience classification. Release date, June 14.

'Pennsylvania Week'

(*Continued from page* 1)

Emanuel; Stanley Goldberg, National Screen; William Goldman, Goldman Theatres; Robert Lynch and John J. Maloney, Loew's; Lewen Pizor, UMPTO of Eastern Pennsylvania; Ted Schlanger, Warner Theatres; Ulrik Smith, Paramount, and Wollaston.

Regional chairmen include Lee Conrad, Park Theatre, Meadville; Morris M. Finkel, Western Pennsylvania Allied; Ben L. Rosenberg, Penn Paramount Corp.; William J. Trambukis, Loew's Regent, Harrisburg; Sidney Samuelson, Eastern Pennsylvania Allied; Lester Stallman, Schad Theatres, Reading; Harold Larned, Ritz Theatre, Muncy, and Charles Blatt, Blatt Brothers Theatres, Somerset.

Argentine Clearing Soviet Production

WASHINGTON, April 30.—The Argentine government's film censor board is clearing the exhibition of several Soviet films at the same time it is applying the brake to the showing of U. S. films, the Commerce Department reports.

Commerce said the Argentine government in August, 1950 had prohibited Argentine distribution and showing of Soviet films. But late in 1951, it declared, the government apparently reversed this policy and cleared several Russian pictures.

This came just as the censor board stopped taking action on U. S. films, last December. Commerce said U. S. distributors had fortunately received clearance already on sufficient films to maintain bookings for the next few months, but "this action did serve to remind them that having films in the country is no guaranty that they can be shown."

This was an allusion to the fact that the ban on the importation of U. S. motion pictures was lifted last June 29.

CBS Paid

(*Continued from page* 1)

can Broadcasting Co., National Broadcasting Co. and CBS.

UPT has already declared that it spent over $30,000,000 on feature film rentals in 1951. ABC and NBC have not yet submitted their film buying data. When all of the figures are in, Galane has said, they will show the "leverage" that UPT and ABC would have in the purchase of films if the merger between the companies takes place.

FCC counsel today continued questioning Paramount Pictures director Paul Raibourn, with special emphasis on the theatre television and subscriber television systems licensed by the Scophony Corp. of America. He will be on the stand tomorrow for additional testimony.

Vistascope to Be Available Shortly

With the recent purchase by Paramount of a half interest in the Vistascope Corp. of America, new photographic equipment will soon be made available to motion picture studios and to television stations to permit the telecasting of "live" action against foreground settings of still pictures.

The Vistascope, a French invention, links directly with a motion picture or TV camera and makes available as a foreground "set" any structure, group of structures or natural formation which can be photographed in stills. "It can be used for color as well as black-and-white and will provide foreground setting for live television production that has heretofore been impossible of achievement," according to Paramount.

Vistascope Corp. will immediately set up operational facilities for the marketing and servicing of the equipment and will make it available on a royalty basis to all comers.

HELP THE CEREBRAL PALSY CAMPAIGN.

Rackmil-Rank

(*Continued from page* 1)

only apparent purpose of Rackmil's projected conference with Rank and his chief aide, John Davis, is a renewed effort to persuade Rank to sell his approximately 13 per cent interest in Universal. Rank has not committed himself on the proposed Universal-Decca merger in the absence of a formal plan on which to pass judgment, but it is generally felt that he is opposed to the idea of a merger, as such. Since 1936 he has been the largest individual stockholder in Universal. He now has less than half Decca's holdings in Universal.

Despite Rank's subordinate stock position and the indicated ineffectiveness to block a merger, should he ultimately oppose one, his position remains a key one. Rank's General Film Distributors holds a long term distribution contract for Universal product in Great Britain and his theatres there produce the major part of British film revenue.

Rather than risk his opposition to a merger, Rackmil would first endeavor to purchase Rank's Universal holdings, observers believe. It was pointed out in this connection that Rackmil and Nate J. Blumberg, Universal president, conferred last weekend with Serge Semenenko, vice-president of the First National Bank of Boston, which financed Rackmil's earlier purchases of Universal stock. The conference could have been for the purpose of financing a purchase of Rank's holdings, should it be found possible to make a deal, it is pointed out.

Blumberg reportedly broached the possibility of a purchase of Rank's Universal shares last fall, on behalf of Decca, with Rank indicating little interest in selling at all, and none at the price being proffered by Decca at the time—$15 per share. Some observers believe that Rank might be interested if a premium price were offered, perhaps in the neighborhood of $17 or $18 per share. The market price of Universal common recently has been around $12 per share.

Seeks D. of J. Aid

(*Continued from page* 1)

RKO Pictures and Paramount responded in the affirmative to his request for product. His only comment was that conferences have been going on in the Capitol and that Skiatron is confident of getting product.

Levey said an application would be made to the Federal Communications Commission in another month for authorization to conduct a field test over WOR-TV in August or September. For the test, it was explained, 50 hours of programming would be required and 300 family sets would be utilized for the index card Skiatron system.

With the exception of Tilford Taylor, all members of the Skiatron board were reelected. Following the meeting, the board reelected all officers.

Cites Films

(*Continued from page* 1)

called Robinson a "number one choice sucker," but admitted that the Committee had no information which indicated that the actor had ever been any more than that. Other committee members present also gave Robinson a clean bill of health.

BOOK IT NOW!

Attention showmen! The M-G-M ads on this page are part of the sizzling, timely campaign for the big Capitol, N. Y. premiere May 7th. "Carbine Williams" is off to a flying start with a sensational saturation launching in 150 spots in North and South Carolina. Play it while it's hot!

PRISON REVOLT!

You'll see today's headlines come to life in M-G-M's timely drama

"CARBINE WILLIAMS"

starring

JAMES STEWART

CAPITOL—MAY 7th

WHAT MAKES CONVICTS MUTINY?

You'll see today's events come to life in M-G-M's timely drama based on a true-life story

"CARBINE WILLIAMS"

starring

JAMES STEWART

CAPITOL—MAY 7th

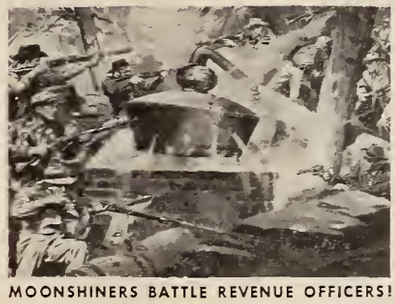
50 MILLION PEOPLE THRILLED BY "CARBINE WILLIAMS"!

The true-life story that appeared in Reader's Digest, True Magazine and Collier's is now a great M-G-M picture starring

JAMES STEWART

CAPITOL—MAY 7th

SENSATIONAL REAL-LIFE DRAMA OF CARBINE WILLIAMS..... CHAIN-GANG CONVICT!

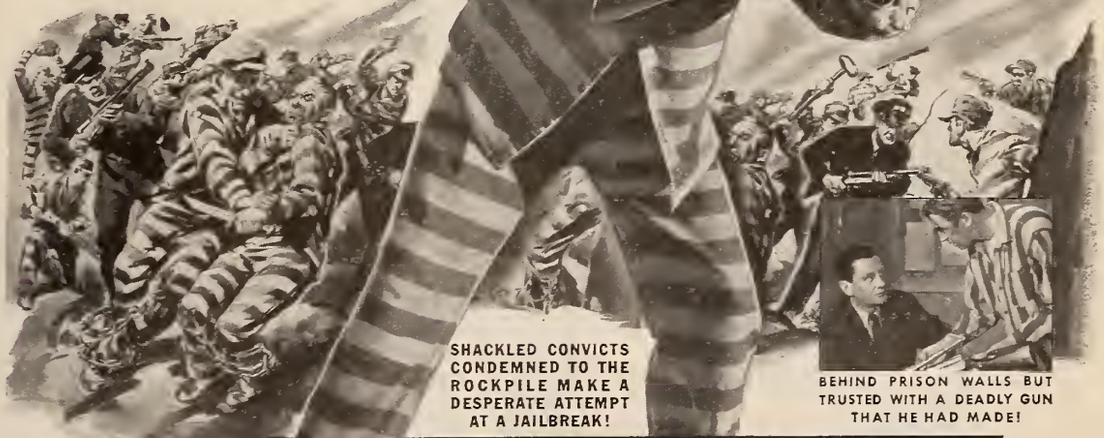


MOONSHINERS BATTLE REVENUE OFFICERS!... ONE OF THE FEDERAL MEN IS KILLED!

WHY DO CONVICTS MUTINY? See today's prison revolts come to life!



ONCE A YEAR...24 HEAVENLY HOURS OF PAROLE! "I WON'T TOUCH YOU 'TILL I'M FREE!"



SHACKLED CONVICTS CONDEMNED TO THE ROCKPILE MAKE A DESPERATE ATTEMPT AT A JAILBREAK!

BEHIND PRISON WALLS BUT TRUSTED WITH A DEADLY GUN THAT HE HAD MADE!

ONE MAN'S AMAZING STORY THAT 50,000,000 PEOPLE READ IN 3 TOP NATIONAL MAGAZINES!

YOU HAVE SEEN JAMES STEWART IN MANY GREAT ROLES BUT NEVER A MORE EXCITING ONE THAN THIS!

M-G-M presents

JAMES STEWART

AS

CARBINE WILLIAMS

CO-STARRING

JEAN HAGEN · WENDELL COREY

Story and Screen Play by ART COHN · Directed by RICHARD THORPE · Produced by ARMAND DEUTSCH · An M-G-M Picture

"Seeing Is Believing"! May 8, 9, 10th! Talk of the Industry!

KANGAROO!

THE AUSTRALIAN STORY TECHNICOLOR



WHAMAROO FOR DECORATION DAY!

DIVISION MANAGERS'
TESTIMONIAL
MAY 11th-17th

T V trailers available on KANGAROO!
FREE thru 20th Century-Fox
Exploitation Department



There's No Business Like 20th Century-Fox Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 86 NEW YORK, U. S. A., FRIDAY, MAY 2, 1952 TEN CENTS

Jack Warner Sees Higher Peak Ahead

Says Upturn Has Given The Industry 'New Life'

CHICAGO, May 1.—"The important attendance for fine pictures during the past 12 months has breathed new life into the whole film industry," and the pattern for a prosperous new era in production and exhibition that was set during the past year, will be strengthened and developed to a new peak in the coming months at Warner Brothers.



Jack Warner

This was the message given today to Warner sales forces meeting here at the Hotel Blackstone, by Jack L. Warner, executive producer of the

(*Continued on page 3*)

Arbitration Is No. 1 On the Agenda of Allied Board Meet

WASHINGTON, May 1.—Top item on the agenda of the weekend Allied States Association board meeting will be a full report on the recent arbitration negotiations in New York, general counsel Abram F. Myers said here today.

He repeated earlier statements that the entire arbitration plan is still too indefinite for any approval or disapproval by the coming board meeting. "From Allied's standpoint," he said, "the only point settled was that the distributors would not agree to the

(*Continued on page 3*)

RKO Theatres Ups Executive Salaries

RKO Theatres' officers and directors as a group last year received salaries totaling $39,110 more than was paid during the year previous to the officers and directors of the then subsidiary theatre company of Radio-Keith-Orpheum, it was disclosed here yesterday by the circuit in a supple-

(*Continued on page 4*)

Mayer Leaves with a Final Bid for a Strong COMPO

By CHARLES L. FRANKE

So urgent and vital is the need for industry unity at this time, that if the Council of Motion Picture Organizations were not in being it would be incumbent upon production, distribution, exhibition and the unions and guilds to set about at once to establish such an agency, Arthur L. Mayer declared here yesterday as he prepared to vacate today the office of COMPO vice-president.



Arthur Mayer

In his valedictory appeal for a

(*Continued on page 2*)

Equipment Makers' Metal Availabilities Increased by NPA

WASHINGTON, May 1. — The National Production Authority has roughly doubled the amount of metals which manufacturers of theatre equipment and other products may self-certify, starting with the third quarter.

Self-certification is a procedure whereby a manufacturer writes his own priority ticket for certain amounts of metals without having to

(*Continued on page 2*)

Univ. Drive Ends; Portland Leading

The 18-week Universal Pictures worldwide "Nate Blumberg 40th Anniversary Sales Drive" will conclude tomorrow with winners of $35,000 in domestic prizes to be announced in a few weeks.

Blumberg will participate in the windup ceremonies which will take

(*Continued on page 3*)

Robbins Hits U. S. Suit Against NSS

Herman Robbins, president of National Screen Service, yesterday issued here the following statement regarding the Department of Justice's anti-trust suit against the company, filed Monday in New York Federal Court:

"It is regrettable that, at a time

(*Continued on page 2*)

Bamberger Hits Premium Ad Rates of Newspapers

MINNEAPOLIS, May 1.—The unfairness of newspapers charging premium advertising rates for motion picture theatres was hit by Leon J. Bamberger, sales promotion manager of RKO Pictures, in an address here today at the annual convention of North Central Allied Independent Theatre Owners.

The opening day's session featured the attendance of many newspaper publishers and editors who attended an NCA newspaper forum as guests.

In his address, Bamberger stressed the community of interest between the motion picture industry and newspapers. It is to the newspaper's advantage, he declared, not to "minimize" either its revenue potential from theatres or its service to readers. Premium rates, Bamberger maintained, have just such an effect.

Bamberger pointed to the growing number of publishers throughout the

(*Continued on page 4*)

Dayton Tent Wins Charity Award

Las Vegas, May 1.—The annual Variety International award for the most outstanding charity activity last year goes to Tent No. 18 in Dayton for its "Variety Manor," a children's guidance center.

The annual Variety "Heart" report discloses that during the past fiscal year the combined tents raised and expended a total of $2,400,087. Their pledges for the next fiscal year amount to $2,600,000.

TV Nets Paid $1,800,000 For Features

ABC, DuMont, CBS Tell FCC Their '51 Costs

WASHINGTON, May 1. — Three television networks spent a total of almost $1,800,000 for feature-length films during 1951, the Federal Communications Commission was told today. Theatres pay distributors in excess of $500,000,000 annually in rentals.

American Broadcasting spent $884,000 and the DuMont network spent $240,500. It was brought out during yesterday's Paramount hearings that Columbia Broadcasting paid $613,000 for feature length films in 1951.

National Broadcasting, which is not a party to the hearing, was not asked to supply this data.

ABC declared that it had spent $1,339,479 in 1951 for all films used on its network. DuMont declared that its total 1951 film expenditure was $553,000. The combined expenditures of all three networks on all types of films in 1951 was $3,599,478.

This information was put into the

(*Continued on page 2*)

Johnston's Annual Report to Cite Code, Film Quality

The strength the Production Code is to the industry and the extent to which 1951 was a banner year in the production of quality pictures by Hollywood will be highlighted today by Eric A. Johnston, Motion Picture Association of America president, in his annual report to the MPAA board at its meeting here.

At the annual meetings of the board and MPAA membership Johnston will discuss also the impact of television on the industry, the industry's public relations achievements and other de-

(*Continued on page 3*)

Brandt Renominated ITOA President

Harry Brandt was renominated for the presidency of the New York Independent Theatre Owners Association at a meeting held at the Hotel Astor here yesterday.

Other officers nominated were: David Weinstock, Max A. Cohen, William Namenson and Julius San-

(*Continued on page 3*)

Mayer-Compo

(*Continued from page* 1)

stronger COMPO, Mayer, who will leave New York by plane on Sunday for a two-month tour of Europe, found only words of praise for the cooperation he received from COMPO's member organizations during his two-year tenure.

"I have no complaints," he said, "but as great as was the support I received, I should like at this time to ask for even greater support for my successor, whomever he may be."

The man whose election on August 10, 1950, to the top salaried post of the industry agency made COMPO "a going concern" could see only dire consequences for the industry if the "working together" that COMPO represents is abandoned or permitted to die a slow death. In Mayer's mind, all the financial difficulties and other threats that COMPO encountered and surmounted since that day served to harden its resistance to industry disunity.

Wrote Letters

Mayer spent part of yesterday writing letters of appreciation to the industry leaders and trade press publishers and editors who supported his efforts over the two years. And this week the publishing house of Simon & Shuster received from Mayer the final draft of all but two chapters of his forthcoming book, "Merely Colossal," a combination of memoirs and industry history which will include articles he wrote for *Harper's* magazine and the *Saturday Review of Literature* while serving COMPO.

As executive vice-president during the COMPO presidency of Ned E. Depinet, Mayer was one of the prime movers in the initiation and carrying out of such projects as "Movietime US.A.," institutional newspaper advertising, the Coast round-table conference between exhibition and production, and many other COMPO-sponsored programs for industry betterment.

He was COMPO's voice in the drive for improved public relations, and one of the industry's staunchest front-line fighters when attacks, such as the one printed by *Life* magazine, were made. He campaigned personally for funds to keep COMPO "a going concern," and found the Motion Picture Association of America and many circuits and independent exhibitors to be generous contributors as emergencies arose.

In the interim between Mayer's departure today and the selection by MPAA, Allied States Association and Theatre Owners of America of the three-man governing committee which Mayer suggested run COMPO until a president can be elected, Robert W. Coyne, COMPO special counsel, will oversee activities at the agency's headquarters here. The committee, which is expected to be named by the middle of next week, will have the privilege of selecting a new executive vice-president or making any other designation necessary for the handling of the duties Mayer is relinquishing.

Personal Mention

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, will leave here today for the Coast.

•

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, will leave here today for a Miami vacation, accompanied by A. WELTMAN of Loew's legal department.

•

JAMES A. PRICHARD, Monogram's Southwestern sales manager, has arrived in Hollywood from Dallas.

LAWRENCE WEINGARTEN, M-G-M producer, will leave here Sunday for the Coast.

•

LOREN L. RYDER, director of recording and engineering at Paramount studios, arrived here yesterday by plane from the Coast. He will return on Monday.

•

RALPH CATTELL, vice-president and general sales manager of Jerry Fairbanks Productions, will arrive here by plane today from Detroit.

Robbins Hits Suit

(*Continued from page* 1)

when the motion picture industry is sorely beset by box-office problems, this suit, which can benefit neither the public nor theatre owners, should have been launched.

"The Government attorney in charge of the Anti-Trust Division in New York issued a statement explaining his view of the case by saying that restraining the flow of trailers and accessories 'tends to increase admission prices to the public for a major medium of entertainment.'

Statement 'Incorrect'

"Everyone in our industry will recognize how incorrect this statement is. I am heartened by the immediate response of exhibitor organizations who hail National Screen as a constructive advertising influence in the motion picture industry.

"It is a well known fact that every unit of cost in theatre operation has increased tremendously in the past 30 years with the exception of trailers and accessories. What other business can point to such a record of efficiency and fair dealing with its customers? Exhibitors, in recognition of our relationship, see only an injury to themselves and an injustice to us in the present suit.

"We are grateful for the expressions of goodwill which have come to us from all sides, and we are confident that we will demonstrate that this suit is a misguided effort."

ITOA Resolution Opposes U. S. Suit Against NSS

At a regular meeting of the New York Independent Theatre Owners Association, held here yesterday at the Hotel Astor, a resolution was adopted by the organization putting it on record in opposition to the government's action against National Screen Service, stating that "ITOA feels that this suit will not serve the best interests of exhibition or of the public"

UA-TV Sales Net Set by Mitchell

John H. Mitchell, director of United Artists Television, has returned to New York from a cross-country tour during which he established an expanded network of UA-TV sales representatives, and conferred with Hollywood television-film producers on the extended line-up of UA-TV programs.

TV Nets Paid

(*Continued from page* 1)

record in answer to a DuMont request for the amount of rentals paid by the three networks for films used on television and by United Paramount Theatres for films used in theatre exhibition. These figures, the DuMont counsel maintains, will show the "leverage" on the film-buying market which will be held by UPT and ABC. UPT has already declared that in 1951 it spent $30,687,000 in consolidated film rentals.

Paul Raibourn, Paramount director, who completed his testimony today, was told by FCC counsel Arthur Gladstone that his company "had endeavored to do with DuMont what it later endeavored to do with Scophony Corp. of America."

Gladstone has attempted to show that Raibourn and Paramount attempted to "surpress the development of electronic patents" held by SCA during the six-year period when Paramount held stock in the company. Gladstone made the statement about DuMont when he brought out exhibits dealing with a 1941 request by DuMont for additional Paramount financing.

Raibourn declared that there was no reason why his company would have considered suppressing the development of SCA's theatre television system and other patents. He said he had "always considered large-screen television would be of immense advantages to theatres," and that "everybody at Paramount had always encouraged large-screen television." The SCA system of theatre television might be a "very satisfactory answer," he said.

The hearing will be in recess tomorrow. It will resume Monday with brief testimony on film buying by DuMont witnesses. Arthur Levey, current Skiatron head and former SCA president, will follow them. Levey, who is appearing under subpoena, is expected to take several days on the stand.

Will Probe Canadian National Film Board

OTTAWA, May 1.—The Canadian Parliament here today established a 26-member committee representing all parties for a full probe of National Film Board operations and objectives.

Preceding this decision, debate indicated that the board will play an important role in television activities.

RKO Pictures Gets Disney's 'Peter Pan'

Distribution rights to Walt Disney's next all-cartoon feature, "Peter Pan," were approved this week for RKO Pictures, the latter reported here yesterday.

A print is expected to be ready before the end of this year. The film will be released in 1953.

Equipment Makers

(*Continued from page* 1)

go to the NPA for an official government priority. It is designed to eliminate paper work both for the manufacturer and for the NPA.

Effective July 1, manufacturers of so-called Class B products, which include most items of theatre and film equipment, will be able to certify up to 60 tons of carbon steel, 16 tons of alloy steel, 500 pounds of stainless steel, 3,000 pounds of copper and 4,000 pounds of aluminum, providing these allowances do not exceed the amount of metals used in an average quarter in 1950. Present allowances for these firms are just about half this amount.

Others Start July 1

All other manufacturers will, starting July 1, be able to certify up to 25 tons of carbon steel, one ton of alloy steel, 500 pounds of copper and 100 pounds of aluminum. These amounts are also about double present second quarter allowances.

James Frank, acting director of NPA's film branch, said he thought the new order would permit self-certification by about 20 per cent of the firms which now apply for allotments.

Meanwhile, government plans for relaxing theatre construction controls have been made even more uncertain than they were, as a result of the steel strike in the U. S. and a serious copper strike in Chile. NPA officials admitted that a relaxation is still being considered by top agency officials, but said they doubted that anything would be announced until the steel and copper situations are settled.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SINGIN' IN THE RAIN"
Gene KELLY Donald O'CONNOR Debbie REYNOLDS
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

ROBERT MITCHUM
JANE RUSSELL
WILLIAM BENDIX
in
MACAO
PARAMOUNT
in person
PEARL BAILEY
BUDDY BAER
HERBIE FIELDS AND HIS ORCHESTRA
LARRY STORCH
Midnight Feature Nightly

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Johnston

(Continued from page 1)

velopments and prospects in which the MPAA has figured, including the industry efforts toward setting up an arbitration system.

On the meetings' agendas are election of officers and directors of the MPAA for the coming year, with Johnston and other Association officials due to be reelected. MPAA standing committees will also be named for the ensuing year.

Due for Discussion

Due for discussion and action at the meetings are the Council of Motion Picture Organizations' new administrative plan, and financial support for COMPO or such COMPO-sponsored activities as "Movietime" and the possible upcoming admission tax fight. The MPAA board may name today the Association's representative on the three-man governing committee suggested for COMPO until a president can be elected. Allied and Theatre Owners of America, as the two other national organizations in COMPO, have been asked by Arthur L. Mayer, retiring COMPO executive vice-president, each to name a committee representative.

Also to be discussed are plans as they now stand for changing the MPAA's system of assessing membership dues in consequence of the divorcement of theatre properties under the consent decrees. Dues formerly were based on gross income of member companies, including theatre receipts of those that owned theatres. With divorcement, this method leaves the MPAA with less revenue, so a new system, probably boosting rates for all production-distribution companies, has had to be devised.

Will Open at 11 A. M.

The meeting will open at 11 A.M., and will recess around one o'clock for a buffet luncheon at the MPAA offices. This afternoon will be given over in part to a Motion Picture Export Association discussion of the allocation of films to Japan.

Johnston will leave by plane tomorrow night for Cannes, France, where talks preliminary to the negotiation in Paris this month of a new Franco-American film agreement will be held. French government officials, U. S. Ambassador Dunn and John G. McCarthy, MPAA vice-president, who now is in Cannes, will participate in the preliminary talks as well as in the negotiations.

Brandt to Work on Lopert-UA Films

Leon Brandt, director of advertising and publicity of Lopert Films, will assume the additional duties of producers' advertising-publicity representative on the three Lopert films acquired this week for release by United Artists, it was announced jointly yesterday by Max E. Youngstein, vice-president of United Artists, and I. E. Lopert, president of Lopert Films.

When YOU Need Special TRAILERS SPECIALLY Good & Fast
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Warner Sees Higher Peak

(Continued from page 1)

company, as read by Ben Kalmenson, distribution vice-president, who is presiding at the third and final session of a series of regionals.

In addition to films currently shooting, the Warner studio has a group of 47 other properties from which the 1952 program will be completed, delegates to this Midwest division sales session were informed.

"Recent box-office records have proved conclusively that no competitive form of entertainment can match the motion picture," the studio executive declared. "And we intend to apply ourselves vigorously to a continuing production program that will set the pace for the entire entertainment world.

"We have learned that nothing can be so fatal as sitting and waiting for the future. We have learned not to go on the defensive, but rather we have stretched forward to meet the future with dynamic new production efforts and aggressive new showmanship energy."

"Recently the industry has done a commendable job of taking people out of their houses and into theatres," Warner observed. "We are determined to go on showing every movie-goer that he can always get his money's worth at the motion picture theatre."

There is further evidence that "we have sought and found the public entertainment pulse," he said, "and that we are driving ahead with the no-empty seat policy that the past season has demonstrated to be not only highly desirable but quite possible.

"Current competitive conditions under which we are working render it more than ever necessary that we do not depend on good product alone to do the job for us. Even the finest motion pictures require the enterprising and imaginative impulse of showmanship to back them up. And we are calling on the energetic cooperation of the exhibitor to continue selling the product to his patrons with the kind of enthusiasm that has characterized the marketing of recent hits."

The prospective schedule of production will be modified to take advantage of the entertainment situation as it may develop, Warner pointed out. A considerable portion of the product will be filmed either in the new WarnerColor or in Technicolor.

At present on WB studio sound stages, Warner said, are "The Iron Mistress," with color in Technicolor; "April in Paris," Technicolor; "Top Secret," and "Springfield Rifle," in WarnerColor.

Ready to go immediately are "The Desert Song," in Technicolor; "Top of the World," and "Come on, Texas."

Other properties in preparation were listed by Warner as follows:

"The Helen Morgan Story," "Too Hot to Handle," "The System," "The Private Life of Helen of Troy," "Sulu Sea," "Kiss Me Again," "The Turquoise," "Broadway Revisited," "Green Light," "The Grace Moore Story," "Gown of Glory," William Cagney Productions' "A Lion Is in the Streets," "Three Sailors," and a musical comedy version of "The Man Who Came to Dinner."

"The Jazz Singer," "Career Girl," "At the End of the Rainbow," "Stop, You're Killing Me," "The Story of the Post Office," "Four Chaplains," "The Big Time," "The Last Train West," "Hobby Horses," "Sally," "When Old New York Was Young," "Miss America," "By the Light of the Silvery Moon," and a musical comedy version of "Calamity Jane."

Norma Productions' "His Majesty O'Keefe," "Alma Mater," "Sam Houston," "Serenade," "Target Zero," "Pawnee Bill," "The Miracle," "El Dorado," "The Story of Eddie Cantor." United States Pictures' "Dream Street" and "Blowing Wild," "Rear Guard," "Golden Trail," "Mlle. Modiste."

In addition, "The Sea Rogue" will be filmed in Europe. Not yet assigned to a producer is "Trilby and Svengali."

Brandt Renominated

(Continued from page 1)

ders, vice-presidents; Leon Rosenblatt, treasurer; J. Joshua Goldberg, secretary, and John C. Bolte, Jr., sergeant-at-arms.

Nominated for 17 memberships on the board of directors were the following:

Richard Brandt, Maurice Brown, Sam Einhorn, Norman Elson, Sam Freedman, Robert Goldblatt, I. Goldmark, I. Gottlieb, Emanuel Hertzig, Joseph Kasdin, Ben Knobel, Harry Kridel, Larry Kurtis, Murray LeBoss, Abe Leff, Martin Levine, Albert Margulies, Edith Marshall, Maurice Parks, Irving Renner, Ray Rhone, Gertrude Rhonheimer, Edison Rice, Jack Rochelle, Benjamin Rossasy, Murray Schoen, Abe Shenk, Irving Steiner, Ben Weinstock.

Harry Brandt and Cohen reported on the industry arbitration conferences held here last week.

Decca Buys 5,000 More Univ. Warrants

WASHINGTON, May 1.—Decca Records has informed the Securities and Exchange Commission that it acquired 5,000 additional warrants for purchase of Universal Pictures common stock during March. The purchase brings Decca's holdings of Universal warrants to 37,500. Its holdings of Universal common remain the same, 271,800 shares.

'U' Sales Drive

(Continued from page 1)

place here tonight, joining Charles J. Feldman, domestic sales manager, and Americo Aboaf, foreign sales manager, and the company's executives as tentative results are tabulated.

Nineteen of the company's 31 domestic branches were over quota as the 17th week standings were formulated early this week. Two divisions out of three and four districts out of six were also over quota.

The leading branch in the 17th week standings was the Portland, Ore., branch, headed by Arthur Greenfield, with a 10 per cent point margin over Seattle, headed by Donald Gillin, which was second. New Orleans, headed by C. R. Ost, was third; Kansas City, headed by Jack Langan, was fourth, and Washington, headed by Joseph Gins, was fifth.

The Southern division, headed by F. J. A. McCarthy, lead that class, and the district headed by Henry H. Martin and comprising Dallas, Kansas City, New Orleans, Oklahoma City and St. Louis, was the leader in its group.

Rob Springfield House

BOSTON, May 1.—Edward Harrison, managing director of the Bijou Theatre in Springfield, Mass. was forced last night to hand over $500 from the theatre safe to a burglar who said he wanted to look for keys he had left in the house.

Allied Board

(Continued from page 1)

all-inclusive arbitration which Allied's board had approved." However, he said, president Wilbur Snaper, Nathan Yamins and himself, would report to the board and the board might then "issue additional instructions" to be followed by Allied representatives in the new arbitration negotiations starting May 26.

The board meeting will take place at the Broadmoor Hotel in Colorado Springs Saturday and Sunday. An informal meeting of the Allied Caravan committee is scheduled for tomorrow afternoon.

In addition to arbitration, Myers said, the board will take up distributors' selling policies, reports that film companies are planning to withhold their strong attractions during the summer, the failure of industry officials to convince the public that Hollywood has cleaned out Communists, plans for the future of COMPO and for expanding and strengthening regional Allied units.

With regard to the distributors' selling policies, Myers said, the board will discuss abuses of competitive bidding, Paramount's new selling plans in Memphis and Milwaukee, forcing of pictures and increased admission prices, and the effect of special and extended runs on subsequents.

Myers said considerable attention would be given to the "waning interest in television" in various parts of the country. It was in this connection that he noted the reports of withholding top attractions during the summer when TV is at a low point and films could step in and regain lost ground.

On COMPO, which Myers referred to as "the industry's stepchild," board discussion will center on the plan for a three-man committee to run the organization and on the priority to be given to various COMPO programs, such as the tax repeal drive and a study of declines in theatre attendance.

Rocky Mountain Allied Meeting on Tuesday

DENVER, May 1.—With the annual convention of Allied Rocky Mountain Independent Theatres following the spring meeting of the national Allied States board by only two days, a large turnout of ARMIT members is expected to be on hand to sit in as observers at the board meeting.

ARMIT will be host at a dinner to the board Sunday evening, with Monday being set aside for recreation.

Several members of the national board will stay over for the ARMIT convention, to be held at the Antlers Hotel, Colorado Springs, Tuesday and Wednesday. Slated to stay for the convention are Abram F. Myers, Wilbur Snaper, Ben Marcus, Col. A. H. Cole, Jack Kirsch and Benney Berger. H. M. Richey, M-G-M director of exhibitor and public relations, will address the meeting Tuesday. George Murphy will address the Wednesday session.

Screen Gems to NBC-TV

Screen Gems' TV department, an affiliate of Columbia Pictures, has granted exclusive rights in the New York area for its "TV Disc Jockey Toons" series to National Broadcasting Co. for showing on WNBT, key station of the network.

NEWS in Brief . . .

WASHINGTON, May 1.—A resolution authorizing the House Interstate Commerce Committee to investigate the moral content of radio and TV programs was approved yesterday by the House Rules Committee. It directs the committee "to determine the extent to which radio and television programs currently available contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption."

The committee will make recommendations to the House after its hearings are completed.

•

M-G-M will hold five divisional sales meetings. General sales manager Charles M. Reagan, will leave here today for the first session, to be held in San Francisco, starting Monday.

The others will start on May 12, in Cincinnati; May 15, in Washington; May 19, in Chicago, and May 26, in New York.

•

Realart's fifth anniversary will be marked by a prize money sales and booking drive, with $3,525 to be awarded, as follows: First prize, $1,000; second prize, $750; third prize, $500; fourth, $250; fifth, $150; five consolation prizes of $100 each and five consolation prizes of $75 each.

The drive starts immediately.

•

A fund-raising dinner in behalf of a campaign for a $25,000,000 Medical Center to be sponsored by Yeshiva University was held at the Waldorf-Astoria here last night under the chairmanship of S. H. Fabian, Fabian Theatres present.

The dinner, a tribute to New York State Attorney General Nathaniel L. Goldstein, was attended by a number of film industry leaders.

•

NEW ORLEANS, May 1.—At the Gulf Allied monthly board meeting held here this week, a committee was appointed, headed by Don George, Shreveport theatre owner, to initiate a campaign to get the state legislature to by-pass a two per cent theatre sales tax proposal.

The question of a Variety Club for this city was also discussed, with sentiment strongly in favor of having one.

•

CHICAGO, May 1.—In one of several changes of theatre status scheduled to take place in this area during the month, the expanding Kerasotes circuit will add another theatre to its holdings with the acquisition of the 550-seat Princess, subsequent run house in downtown Peoria, Ill., from the E. L. Harris estate, giving the circuit a total of four theatres in Peoria alone plus additional indoor and drive-in theatres scattered throughout the state. The Princess has been operated by the Harris family for the past 25 years.

Another change will close the Maquon, Maquon, Ill. on May 18; the theatre was taken over by G. E. Gooding in February. In Chicago Ed Brunell's Metropole is being converted to a dance hall and will open on May 3. The Gold Coast, also in Chicago, is being relinquished by the Golson interests and will be operated by the Gold Coast Theatre Corp. which takes over on May 1.

Gehring Hits Multiple Tax

PHILADELPHIA, May 1.—Multiplication of Federal, state and city taxes on motion picture theatres was attacked as "discriminatory" by W. C. Gehring, 20th Century-Fox assistant general sales manager, here today.

Addressing the annual luncheon of the Philadelphia Motion Picture Preview Group at the Warwick Hotel, Gehring made it clear that these government taxes were in reality paid by the film-going public.

The 20 per cent Federal tax on admissions and those taxes that are levied in almost every state and in a great many cities add up in some cases to 35 and 40 per cent of what is paid at the box-office, Gehring declared.

Delving into the theme of what the idustry is doing to meet the competition of home television, Gehring said greater emphasis will be placed on producing bigger and better pictures. In addition, Gehring saw a great potential for theatre television and the 20th-Fox Swiss CBS Eidophor color theatre TV system. He said 20th-Fox plans to demonstrate the system within the next two weeks.

Previewers' Award Story in Pamphlet

The Motion Picture Association of America is circulating among newspaper and magazine film editors, film industry personnel and community groups all over the country, a pamphlet telling the story of the award given recently to the industry jointly by 13 previewing groups. The award was received in behalf of the industry by MPAA president Eric Johnston and was given in recognition of "a superior program" of film entertainment in 1951.

The pamphlet contains a facsimile of the citation, the text of talks given by members of the previewing groups during the award ceremonies, and Johnston's response.

UWF to Film Thirty for TV

United World Films, a completely-owned subsidiary of Universal Pictures, plans to produce about 30 films for home television within the next six months, it was disclosed here yesterday.

The 30 films, which will include 15 and 30-minute musicals, comedies and dramatic shows, will be marketed to test revenue possibilities, and the future production plans of the Universal subsidiary will be guided to a large extent by the response to the 30 films.

UWF, it was emphasized, is a separate entity, operating as such. Universal stars will not be used in any UWF TV films, it was said.

MOT Negotiating 'Moscow' Release

National distribution is now being negotiated for the 69-minute March of Time documentary, "If Moscow Strikes," according to an MOT spokesman.

The film, which was produced by Richard de Rochemont in cooperation with the U. S. Armed Forces, traces the evolution of scientific weapons of destruction through the last two world wars.

The documentary is based on the book, "Modern Arms and Free Men," by Vannevar Bush who headed this country's atomic research division during the last war. The dramatization is highly effective and timely and has several sequences in which the author himself appears. Shown in the film are weapons of imagination-staggering number and variety. A considerable amount of authentic war footage is used.

The film ends with a talk by Bush in which the outlook of future security is explored. Narration is by Westbrook Van Voorhis. M. H.

500 Bookings For Holt Film

"The most extensive saturation booking in the history of Paramount" has been set on Nat Holt's "Denver and Rio Grande," which will be given 500 openings in the Western area in conjunction with the 12-city world premiere tour of stars, 100 newspaper, radio and wire service representatives, and civic dignitaries, starting yesterday in Denver, the company reported here.

More than 125 openings will be held in the Denver area during the premiere tour period, and others are set in the Salt Lake City, Los Angeles, San Francisco, Portland and Seattle territories.

A series of area premieres will start today in Denver at the Denham Theatre, to be followed by the following openings: Ute Theatre, Colorado Springs; Main Theatre, Pueblo, and the Skyline, Canon City, tomorrow; the Glen at Clenwood Springs, Sunday; Cooper Theatre, Grand Junction, Monday, and Utah Theatre, Salt Lake City, Tuesday.

RulingonBordonaro Record Entry Due

BUFFALO, May 1.—Counsel for Bordonaro Brothers Theatres, operators of the Palace, Olean, was scheduled to complete its case against two distributors and a theatre operating corporation in U. S. District Court here today.

The suit, asking $161,592 treble damages, charges that Paramount Pictures, RKO Radio and Warner Brothers Circuit Management Corp. withheld first run films from plaintiff's theatre between Sept. 15, 1946, and March 13, 1948.

Judge John Knight indicated late Thursday that he would rule on plaintiff's request for admission into evidence of the record of the first trial of the case and also a portion of the Supreme Court decision enjoining film distributors from theatre ownership.

Judge Knight refused to strike out testimony of a witness called by the plaintiff, which estimated that the Palace would have grossed $500 daily, had it received a "fair" share of pictures from Paramount and RKO. The witness was Sidney E. Samuelson of Philadelphia, who described himself as president-general manager of Allied Independent Theatre owners of Eastern Pennsylvania and Allied Motion Picture Service Corp. of Philadelphia.

Directors to Visit Rogers Hospital

Officers and directors of the Variety Clubs Will Rogers Memorial Hospital have scheduled one of their periodic visits to the Saranac Lake, N. Y., institution for June 20.

With trade press representatives as invited guests, the group is scheduled to leave here by private train on June 19. A civic luncheon at the hospital and a board meeting will be features of the visit, which will be followed by weekend entertainment at the country home of Herman Robbins, National Screen Service president, at Schroon Lake.

Bamberger Hits

(*Continued from page* 1)

country who are currently working to eliminate the higher ad rates paid by theatres. Among those he listed were Gannet newspapers in New York State, the Hartford *Times*, the Houston *Chronicle* and the Binghamton *Press*.

Welcoming the assembled delegates and newspapermen to the forum, NCA president Ted Mann, expressed hope that the meeting would bring about a changed attitude on the part of the press toward Hollywood.

Declared Mann: "There is, you know, another Hollywood than the one we read about. It is an earnest, hard-working Hollywood that is turning out the finest pictures in its history. It is a Hollywood not of Communists, but of Democrats and Republicans and, above all, Americans."

Weitman Toastmaster

Robert Weitman, vice-president of United Paramount Theatres, will be toastmaster at a luncheon in honor of columnist Ed Sullivan to be given on May 20 at the Hotel Astor here by the radio, television, stage and bandleaders division of the United Jewish Appeal of New York.

RKO Theatres Ups

(*Continued from page* 1)

ment to the recently published financial statement for last year.

The theatre company, which commenced independent operations on Jan. 1, 1951, following divorcement from the picture company, last year paid all directors and officers as a group salaries totaling $256,227.

Salaries in 1951 of three officers were disclosed. They were Sol A. Schwartz, president and director, $79,180; William W. Howard, vice-president and director, $28,600, and Thomas F. O'Connor, vice-president and treasurer, $25,975.

Schwartz last year received $23,160 more than was paid to him in the prior year when he was vice-president of the RKO theatre subsidiary, but his 1951 salary as identical to that of the executive officer of the then subsidiary, Malcolm Kingsberg. Formerly, Howard was employed by, but was not an officer of the theatre subsidiary. In 1951 he received $4,800 more than he did the year before. O'Connor who was treasurer of the company when it was subsidiary, last year received $4,875 more than he did for 1950.

HELP THE CEREBRAL PALSY CAMPAIGN.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 71. NO. 87 NEW YORK, U. S. A., MONDAY, MAY 5, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IT'S significant to note that newspapers, unless prodded, do not consider commendation of the motion picture industry as newsworthy as criticism of the industry.

Witness the press attention given to the last report of the House Committee on Un-American Activities, which unjustly accused Hollywood of laxity in ridding itself of communists and fellow travelers. Then search for newspaper mention of the deserved commendation of the industry by Rep. Yorty (D., Cal.) last week for "doing a fine job in cleaning its own house" of communists.

The incident, it must be assumed from common experience, is typical of press attitudes toward motion pictures. It reflects a state of mind that can be changed only by making editors and publishers aware of it. Conceivably, it is more habit than intention. It can be changed—by pointing out its existence and the injustice and injury it visits upon motion pictures. And the process of change can be speeded by proper acknowledgments, when due, made to those who have been fair in their treatment of the industry.

The two tasks—calling attention to unfairness and recognizing those who give credit when credit is due—are functions which, among other things, can be ideally performed by a well-supported COMPO.

• •

SPEAKING of expressions of appreciation and COMPO, it is to be hoped that the member organizations of the Council, at least, will all see fit to formally memorialize the valuable services to the industry performed by Arthur Mayer over the past two years as executive director of COMPO.

Mayer, who ended his tenure and left yesterday on a European trip which he had thrice postponed to accommodate the all-industry organization, contributed much to the betterment of industry public relations, apart from the considerable other work performed for COMPO by himself and the limited staff made available to the organization.

Many chronic snipers at the industry have been made aware that their target can strike back. Fair and neutral sources have been encouraged in their positions by knowledge, gained through Mayer and COMPO, that the industry is not forever unappreciative of its friends.

'Complete Pattern' Of Product Key to Future: A. Warner

CHICAGO, May 4.—The key to the future of the motion picture industry is "a complete pattern and flow of fine entertainment," Major Albert Warner, Warner Brothers vice-president, declared here at the weekend at the third and final meeting of the company's regional sales forces.



Albert Warner

"I see emerging from these meetings," said Warner, "the best kind of continuous performances of all—the continuous attention to every picture by every branch of the motion picture industry: the distribution force, the merchandising, advertising and publicity people and the alert exhibitors who are beginning their job on a picture when the producer does."

Warner said that the meeting here in the Blackstone Hotel and the previous regional meetings in New Orleans and Pittsburgh had "produced

(*Continued on page 4*)

Ask Clarification of Chi. Drive-in Order

CHICAGO, May 4.—Government attorneys went into Federal District Court here today asking Judge Barnes for a clarification of his order quashing the Justice Department's anti-trust suit against several local drive-ins for alleged price fixing.

The Justice Department apparently is trying to find out whether Judge Barnes dismissed the case through interpretation of the Sherman Act or because of the wording of the governments complaint, to determine whether the case should be appealed.

Denies Loew's Plea in Jackson Park Case

Chicago, May 4.—Federal Judge Michael Igoe entered an order here today denying Loew's plea for a decree from the court ordering competitive bidding in the Jackson Park zone and dismissed the Jeffery Theatre from the hearing. This leaves the Jackson Park in its position of having free access to product without having to bid for it.

MAPS PROGRAM FOR STRONG INDUSTRY

Johnston, Others Reelected to MPA; Name Hetzel A 'VP'

Eric A. Johnston was reelected president of the Motion Picture Association of America at the first quarterly board meeting of the Association here on Friday. All other MPAA officers were reelected also, including vice-presidents Joyce O'Hara, Joseph I. Breen and John G. McCarthy; treasurer Fred W. DuVall, secretary Sidney Schreiber, and assistant treasurer Stanley Weber.

The board also elected a new vice-president: Ralph D. Hetzel, Jr., assistant to the president in charge of the New York office.

(*Continued on page 5*)

Reagan Lists Those Attending M-G-M Coast Studio Meet

Names of the 100 exhibitors and representatives of the five exhibitor organizations who will attend M-G-M's three-day studio meeting on the Coast, beginning Thursday, were disclosed here at the weekend by Charles M. Reagan, company sales manager. It was estimated that the assembled guests will represent 10,000 theatres.

In addition, trade paper editors and publishers will attend the conclave, called "to see for yourself" some of the company's top product.

Six pictures to be shown include "Scaramouche," "Ivanhoe," "The

(*Continued on page 4*)

Berger Succeeds Mann as NCA Head

MINNEAPOLIS, May 4.—Benjamin Berger was elected president of North Central Allied in absentia, succeeding Ted Mann, who declined to accept the post for a second term period.

Mann led a fight in opposition to an industry arbitration system unless it contained a provision to arbitrate rentals.

The only resolution passed called

(*Continued on page 4*)

Johnston Gives 6-Point Plan to MPA; Proposes Streamlined Distribution

In his annual report to the Motion Picture Association of America, Eric A. Johnston, president, on Friday set forth six major factors on which he stated hinges the continued progress and leadership of the industry in the entertainment field.



Eric Johnston

These are the factors:

(1) Continued improvement in the quality, diversity and appeal of product.

(2) More intensive promotional efforts at the national and local levels to reach the growing ranks of selective filmgoers.

(3) Streamlining of the industry's

(*Continued on page 5*)

MPAA Okays Compo Triumvirate Plan

The Motion Picture Association of America board meeting here on Friday "enthusiastically" approved the proposal that a three-man administrative committee be set up to head the Council of Motion Picture Organizations until a COMPO president can be elected.

The MPAA announced following the meeting that the Association will

(*Continued on page 5*)

Mayer Honored At MPAA Board Lunch

The Motion Picture Association of America board on Friday paid tribute to Arthur L. Mayer for his accomplishments during the past two years as Council of Motion Picture Organizations executive vice-president. The commendation was expressed at a MPAA board meeting luncheon here, which Mayer attended as a special guest.

Mayer vacated the COMPO post on Friday and left for Europe by plane yesterday.

NEWS in Brief . . .

BUFFALO, May 4. — Charles A. Smakwitz, Albany zone manager for Warner Brothers Circuit Management Corp., on Friday categorically denied knowledge of "any conspiracy" among major companies and the Theatre Operating Corp. to withhold first-run films from Bordonaro Brothers Theatres, Inc.

Smakwitz was the first witness called by Warner Brothers, Paramount and RKO Pictures in defense of the conspiracy suit brought by Bordonaro Brothers, operators of the Palace Theatre, Olean.

On cross-examination, Smakwitz testified that if there had been a conspiracy, "I would have known about it."

•

WASHINGTON, May 4. — A. Louis Oresman, a director, bought another 1,600 shares of RKO Theatres common in March, boosting his holdings to 18,100 shares, according to a report by the Securities and Exchange Commission.

Jack L. Warner reported giving away 6,200 shares of Warner Brothers common, leaving him 403,748 shares in his own name and 21,500 shares in trust accounts. Edward Muhl said he sold his 200 shares of Universal common, leaving him with 30 preferred shares.

•

ALBANY, N. Y., May 4.—Max Friedman, chief film buyer and booker for Warner Theatres upstate from 1935 to March, 1952, has taken over the Babcock and Temple theatres in Wellsville from the circuit.

He assumed control Friday under a lease which will run eight years. It is understood that Warner operated the houses in the Western New York village on lease.

Goldwyn, Grosset in 'Andersen' Tie-up

Samuel Goldwyn and Manuel Siwek, vice-president of Grosset and Dunlap, Inc., have concluded a deal for a film-book tie-up in which, early in October, the New York book firm will publish six special editions of "Hans Christian Andersen" which will feature the stories told in the Goldwyn film of that name.

Illustrations of the motion picture's main scenes and characters, including Danny Kaye, Farley Granger and Jeanmaire, will also be featured in the editions.

Gerber Elected Head Of District Theatres

WASHINGTON, May 4. — Morton Gerber has been advanced from a vice-president to president of District Theatres Corp., and former president Harry Freedman has been named chairman of the board.

Other officers elected were: Seymour Hoffman, vice-president; Robert Freedman, vice-president; Eugene Kramer, vice-president and secretary; Fritz D. Hoffmann, Sr., treasurer.

Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, returned here at the weekend from a tour of Europe and Brazil.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, will be in San Francisco today and tomorrow from Salt Lake City. They will leave for Los Angeles Wednesday.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will return here today from the North Central Allied meet in Minneapolis.

•

HOWARD DIETZ, M-G-M vice-president in charge of advertising, publicity and exploitation, will leave here by plane today for the Coast.

•

CARL PEPPERCORN, RKO Radio Canadian district manager, has returned to Toronto from New York.

•

BEN THAU, M-G-M studio executive, has returned to the Coast from here.

•

FRED ZINNEMANN, director, is in New York from the Coast.

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, will leave here by plane today for Chicago.

•

GENE LUTES, Louisville district manager for Chakeres Kentucky Theatres, and his wife have returned to that city from a Miami vacation.

•

JACK SAYERS, assistant to the vice-president of the Hollywood office of *Look* magazine, left here on Saturday for the Coast.

•

JOHN J. SCULLY, Northeast district manager for Universal Pictures, is vacationing in Miami Beach from Boston.

•

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, Atlanta, has returned there from Hollywood.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Indianapolis.

•

MAX BERCUTT, Warner Brothers field man, has left San Francisco on a delayed honeymoon.

Paramount Heads in Confabs on Coast

HOLLYWOOD, May 4. — With the arrival of key Paramount home office heads from New York, the personnel line-up for the company's sales and merchandising conferfence here was completed. The sessions open tomorrow.

Coming in from New York were Sid Blumenstock, assistant director of advertising-publicity; Hugh Owen, Eastern-Southern sales division manager, and Joseph Walsh, head of branch operations.

A. W. Schwalberg, president of Paramount Film Distributing Corp., will preside at the meetings.

Also attending will be Jerry Pickman, vice-president in charge of advertising-publicity, and E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp.

Barney Balaban, president of Paramount Pictures Corp., will attend the conferences after visiting his family in Chicago.

In addition to the home office executives and the company's six U. S. and Canadian division sales managers, the meeting will be attended by studio executives Y. Frank Freeman, vice-president in charge of operations; Don Hartman, head of production; Jack Karp, D. A. Doran and William Meiklejohn; Teet Carle, head of studio publicity, and leading producers.

Plan New TV Series

Plans for a television series titled "I Walk with Crime," based on the career of New York detective Felix B. DeMartini, were disclosed here at the weekend by Dixon Stewart, executive vice-president of D. M. Grattan Co.

Chaplin to Head New UA Canadian Unit

United Artists has expanded the company's Canadian district to the status of a division and appointed Charles S. Chaplin as general manager in charge of the division, it was disclosed at the weekend by UA distribution vice-president William J. Heineman. Previously, Canada was classified as a district of UA's Eastern division. Heineman explained the move will give Chaplin and the Canadian offices more freedom of action.

With the establishment of the new division, the domestic set-up of United Artists now consists of three divisions, Milton E. Cohen is in charge of the Eastern and Southern division and James E. Velde is managing the Western division. Both have headquarters in New York. Chaplin will continue to operate from Toronto.

Siegel to Pilot 20th-Fox Musicals

The promotion of Sol Siegel to executive producer in charge of all musical productions for 20th Century-Fox was disclosed here at the weekend by Darryl F. Zanuck, vice-president in charge of production.

Individual producers will work under Siegel's supervision whenever their projects are of a musical nature, Zanuck explained.

Schenectady Houses Hit

SCHENECTADY, N. Y., May 4.—Downtown and neighborhood houses here are being seriously affected by the suspension of bus service by the local railway company, which is in bankruptcy.

Newsreel Parade

THE steel crisis and Eisenhower's farewell to NATO troops are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 37 — U. S. Supreme Court on steel seizure. Russians fire on French airliner. Some 90,000 on strike in oil industry. U. S. deports 268 aliens. Salt Lake City battles floods. Eisenhower in farewell tour. Glove fashions.

NEWS OF THE DAY, No. 71—Steel crisis. NATO troops fire Ike last salute. French airliner shot up by Reds. Israel's fourth birthday. Summer fashions. British horsemen in Olympic tryouts. Motorcycling.

PARAMOUNT NEWS, No. 74—Red jets fire on French plane over Germany. Eisenhower farewell tour in Germany. Israel's fourth birthday. Fashions for Main Street. Crisis in the steel industry.

TELENEWS DIGEST, No. 18-B—Steel case tests executive powers. Tragedy at sea. Berlin: Soviet jets shoot airliner. Germany: Farewell for General Eisenhower. Baseball news.

UNIVERSAL NEWS, No. 557 — Supreme Court on steel crisis. News in brief: floods in France, fire in Indo-China, and air raid drill in New Jersey. Sports: Horseracing, partridge shoot.

WARNER PATHE NEWS, No. 76—Ike bids NATO troops farewell. NATO Council holds first Paris session. Plastic auto. "Big Bell" returns to Vienna. Main street fashions. Lion and horse at dinner. Motorcycling.

Haiti Turns Out for 'Bailey' Troupe

PORT AU PRINCE, Haiti, May 4.—With clusters of brilliant fireworks and booming of voodoo drums sounding in the background, this Caribbean capital received the 20th Century-Fox press party here for the world premiere of "Lydia Bailey," at the weekend.

The 60 junketeers consist of representatives of newspapers' syndicates, magazines, the trade press.

From departure, via Pan-American's specially-named "Lydia Bailey" flagship, the press party has been feted by all groups concerned in the event. Off the island of Haiti, on Saturday, fighting planes of the Haitian Air Force, escorted the flagship into Port-Au-Prince where Mayor Camille Neleton greeted visiting stars, Anne Francis and William Marshall and the junketeers.

From City Hall members of the party were taken to their hotels, following which the group was feted at dinner at the El Rancho Hotel by the National Office for Tourism of Haiti. The remainder of Saturday evening was spent at the night club Cabane Choucoune.

Today, which had been proclaimed "Lydia Bailey Day" by the government, was devoted to a reception and ceremonies at the Palace, where the group met President Paul Magloire of Haiti, and then toured the city. The evening was turned over to the premiere of "Lydia Bailey" at the outdoor Theatre de Verdure, followed by a President's Ball at the Port-Au-Princien Club.

MANDEL HERBSTMAN

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R K O Radio Pictures, Inc.
RKO Building
New York

Ned E. Depinet
President

April 28, 1952

Mr. Samuel Goldwyn
Samuel Goldwyn Productions, Inc.
[illegible] North Formosa Avenue
[illegible]rnia

'I salute you, Sam Goldwyn, for a masterful accomplishment.'

Dear Sam:

I can not tell you how happy I am at the fact that we are continuing for five more years the association between us which has borne such wonderful results over the past decade. It has been a great privilege indeed for RKO to distribute your pictures, which have had among them some of the finest motion pictures ever made.

RKO is very proud of the confidence which you have expressed in us by continuing your association with us for a longer period than with any other distributing organization in your long and distinguished career of leadership in the motion picture industry.

I am thrilled that this means that we will distribute HANS CHRISTIAN ANDERSEN, which I saw while I was on the coast. I was completely enraptured as I watched it in the projection room. Its wonderful story by Moss Hart, its extraordinary score by Frank Loesser, its colorful, breathtaking ballets and the great sweep of the entire production are a fitting climax to the fourteen years of effort you have put in on this picture.

Danny Kaye's warmth as Andersen, Farley Granger's romantic characterization as the ballet master and Jeanmaire's exciting dancing debut in pictures as the ballerina make a combination rarely seen on the screen.

HANS CHRISTIAN ANDERSEN will bring gaiety, joy, laughter and touching emotion to people of all ages all over the world. It is a timeless story which your touch has turned into what I am sure will be a motion picture classic for all time.

I salute you for a masterful accomplishment in the greatest Goldwyn tradition.

Sincerely,

Ned

NED E. DEPINET

RKO RADIO PICTURES

Krasna Partnership Bought by Wald

HOLLYWOOD, May 4.—A deal was finalized at the weekend whereby Jerry Wald acquires the interest of his partner, writer-director Norman Krasna, in their jointly-owned company, Wald-Krasna Productions, Inc. This leaves Wald in full control.

"The parting is amicable and eliminates the need for two executive producers to head the company, since future plans call for the production of only top-budget films, which Wald will personally produce," said a statement from RKO Radio, which distributes their product.

Termination of the partnership comes after Wald-Krasna had produced and delivered to RKO the following four features: "The Blue Veil," "Clash By Night," "Behave Yourself," and "The Lusty Men."

It is understood that the cash involved in the transaction is an undisclosed amount in six figures. Wald will continue the operation of the corporation under the present RKO production - distribution contract, while Krasna will divorce himself from executive functions to devote his time to writing.

David Tannenbaum and Milton E. Pickman continue as president and vice-president, respectively, of the Wald-Krasna Corp., with Pickman also functioning as general manager.

20th-Fox Will Make Trailers for TV

Twentieth Century-Fox will produce television trailers to be offered gratis to exhibitors throughout the country, Charles Einfeld, vice-president, announced over the weekend. The trailers, of one-minute and 20-second duration, will be launched with the company's forthcoming production of "Kangaroo," which was filmed in color by Technicolor in Australia.

The TV trailers will be prepared for all pictures considered suitable for advertising telecasts and the only requirement for securing them will be the submission by the exhibitor of a schedule of stations he intends to use them on.

The company will produce the trailers in any quantity warranted by the demand. Continued use of the medium will depend on the response of showmen to the offer.

Berger Succeeds

(*Continued from page* 1)

for rigid opposition to the 20 per cent Federal admission tax.

Harold Field, in a comprehensive report, declared television is not the dangerous threat to the film box office which some "alarmists" have contended it might be. He also outlined methods that should be used to cope with TV competition.

A discussion of alleged trade abuses included firms and conditions, forced selling and percentage pictures. Distributors were condemned for allegedly attempting to force the sale of a block of pictures tied in with one or two top films. Exhibitors claim that salesmen were instructed to offer these blocks and in failing to negotiate a deal, remain away from the customer for a period of months.

MGM Meet

(*Continued from page* 1)

Merry Widow," "Because You're Mine," "Lovely to Look At," and "Pat and Mike." There also will be screened a number of highlights from forthcoming pictures nearing completion.

The M-G-M contingent attending will also include Dore Schary, Howard Dietz, Dan S. Terrell, E. M. Saunders, and others.

The following organization representatives have announced their intention of attending.

Allied States Association: Wilbur Snaper, Ben Marcus, John M. Wolfberg.

Independent Theatre Owners Association, New York: Dave Weinstock, Max A. Cohen, William Namenson, and Julius Sanders.

Metropolitan Motion Picture Theatres Association of New York: Edward N. Rugoff, Harry Goldberg, Russell V. Downing, Leo Brecher.

Theatre Owners of America: Mitchell Wolfson, John Rowley, Walter Reade, Jr., Max Connett, J. J. O'Leary, Leonard H. Goldenson.

Western Theatre Owners: Rotus Harvey, Ben Levin.

The following exhibitors are scheduled to attend:

George Aurelius, Elmer Balaban, F. H. Beddingfield, Benny Berger, Joe Blumenfeld, George Bowser, William Connors, James Coston, Joseph J. Deitch, Glen Dickinson, Jr., Oscar Doob, Gaston Dureau, Claude Ezell, Si Fabian, William Forman, Harry French, Dominic Frisina, Ted Gamble, Morton Gerber, J. B. Giachepto, Charles Gilmour, Ralph Goldberg, William Goldman, Julius Gordon, Monty F. Gowthorpe, Henry S. Griffing, R. J. Griffith, Jimmy Harrison.

Also Ray Hendry, Earl Herndon, Earl Hudson, J. C. Hunter, Edward L. Hyman, Phil Isley, Howard E. Jameyson, William K. Jenkins, Harry Kalmine, Jack Kirsch, Senn Lawler, Martin Levine, M. A. Lightman, Sr., Robert Lippert, Dale MacFarland, George Mann, Ted Mann, E. D. Martin.

Also Jack Matlack, Pat McGee, Herman B. Meiselman, George Milner, Martin J. Mullin, Marshall Naify, Robert Naify, R. J. O'Donnell, Samuel Pinanski, Bert Pirosch, Mike Rosenberg, Joe J. Rosenfield, Ed Rowley, Louis Schine, Fred Schwartz, Sol Schwartz.

Also, Ben Shearer, Eddie Silverman, Charles Skouras, George Skouras, Roy Smart, Fred Stein, Worth Stewart, Dave Wallerstein, F. G. Weis, Robert M. Weitman, Eddie Zabel, Jerry Zigmond.

Trade paper publishers, editors and representatives attending will include Charles Alicoate, *Film Daily;* Gene Arneel, *Variety;* Jay Emanuel, Emanuel Publications; Pete Harrison, *Harrison's Reports;* Red Kann, MOTION PICTURE DAILY; Charles E. Lewis, *Showmen's Trade Review;* Martin Quigley, Jr., *Motion Picture Herald;* Joe Schoenfeld, *Daily Variety;* Ben Shlyen, *Boxoffice;* Mort Sunshine, *The Independent;* Mo Wax, *Film Bulletin;* William R. Wilkerson, *Hollywood Reporter.*

Reagan Opens MGM Field Meet Today

SAN FRANCISCO, May 4. — Charles M. Reagan, M-G-M general sales manager, tomorrow will open the first of a series of five divisional sales conferences at the St. Francis Hotel here with 35 home office executives and personnel of five Western branches, under George A. Hickey, sales manager, in attendance.

The conference, which will continue for three days, will feature current and future operations and prospects for the balance of the year.

Before coming here, Reagan stopped at the studio on his way from New York for factual information relating to future releases and plans.

The five branches which will be represented at the local meeting and the representatives from each scheduled to attend are:

Los Angeles: George A. Hickey, Samuel J. Gardner, Samuel A. Shirley, Thomas J. Aspell, Jerry Baerwitz, Erwin Douglyn, Charles K. Geary, Richard A. Lithgow, William A. Calihan, Alex Weissman, and Edward Beck; from Portland: Louis Amacher, Joseph Warren and Larry J. Moran; San Francisco: Langdon C. Wingham, Edward C. Mix, Sidney S. Schuster, John Coyne, Howard Harper, Stewart Engbretson and Ted Galanter; Salt Lake City: Carl P. Nedley, Stanley Ennis, Clarence Boulet and John R. Moore; Seattle: Sam Davis, Harry Landstrom and Arney Eichenlaub.

Bergman on 12-Day Tour for COMPO

CANTON, O., May 4.—With an address before the Junior Chamber of Commerce at its luncheon here tomorrow, Maurice A. Bergman, Universal Pictures director of public relations, will start a 12-day speaking tour in Ohio on behalf of COMPO that will include appearances before Rotary, Kiwanis, Lions and Shrine clubs, the Grange, American Legion and a "Town Meeting of the Air" television audience in Columbus. The subject of Bergman's addresses will be: "The Movies Are Your Business."

The schedule calls for Bergman to talk before the Rotary Club in Martins Ferry tomorrow night; the Kiwanis Club, Bellaire, Tuesday; Kiwanis, Mt. Gilead, and the Grange, Mt. Vernon, Wednesday; Lions in Defiance on Thursday; Shrine luncheon, Akron, Friday; "Town Meeting of the Air," WBNS-TV, Columbus, Sunday; Rotary Club, New London and Lions in Elyria next Monday; Rotary, in Troy and American Legion in Cincinnati, May 13; Kiwanis, Coshocton, May 14; Bowling Green University and the Rotary Club, Bowling Green, May 15; Lions Club, Marietta, May 16.

Albert Warner

(*Continued from page* 1)

the most clear-cut expressions I have yet heard of basic showmanship principles."

"The keynote was sounded at the very outset of the first meeting," Warner declared, "when Ben Kalmenson called for a continuous performance with aggressive merchandising. Continuity of fine entertainment must be our basic aim; not just one good picture at a time, but a continuous flow of good pictures. That was one of the important points stressed by my brother, Harry, at the Pittsburgh meeting, when he stated the need for developing young new talent, and the parallel need for realizing the maximum earning power of the great established stars.

"My brother Jack, as this final meeting began in Chicago, said nothing can be so fatal as sitting and waiting for the future. And I think that we have all received a tremendous boost from the knowledge that the entire Warner Brothers team is, in Jack's words, stretching forward to meet the future with dynamic new production efforts and aggressive new showmanship energy.

"I was particularly impressed by the continuity of thinking evident in the remarks to our meetings by my brothers and Ben Kalmenson. We are all thinking of the whole enterprise. This company has no ironclad boundaries between production and distribution, between distribution and advertising-publicity, between ourselves and exhibitors. We are thinking and planning and operating for the good of our business as a whole."

Zenier, Lee Win Newsreel Honors

Atlantic City, May 4.—Gene Zenier of Warner-Pathe, Bang Young Lee, native Korean newsreel cameraman for M-G-M, and Wade Bingham, television news cameraman for Telenews Productions, were voted "Headliner Valor Medals," it was disclosed here by Tom Paprocki, chairman of the Headliner Award judging committee.

The awards will be made at a luncheon to be given on June 7 during the 19th annual Headliner's meet in Atlantic City.

Mexico City Site of 1953 Variety Meet

LAS VEGAS, May 4.—At the concluding session of the Variety Clubs International 1952 convention held here, Mexico City was selected as the locale for next year's convention.

Jack Beresin was elected international chief barker, as Marc Wolf withdrew from the competition. Col. William McCraw was unanimously re-elected executive director. Robert J. O'Donnell and Wolf were elected Variety's representatives on the Council of Motion Picture Organizations.

Charles Skouras recommended that a two-reel color short subect be professionally produced and exhibited in theatres, telling the story of the Variety Clubs, possibly titled "The Heart of Showbusiness," and that all theatres play the subejct at average two-reel rental prices. John Chisholm of Toronto was asked to explore the subject. O'Donnell supported Skouras' suggestion and pledged his circuit to book the subject.

In further elections, Vance Schwartz of Cincinnati nominated George Hoover for first assistant chief barker and he was unanimously elected, as was John Rowley to the post of second assistant chief barker; he was nominated by John Paul Goodwin. Murray Weiss was re-elected property master; George Eby was re-elected doughguy, and Chisholm was elected press guy.

Wolf was made honorary main guy, a post he will hold for life.

A plan was approved through which local tents will get assistance from a public relations campaign for better local newspaper and radio coverage.

The election committee made a motion to have the executive director handle all elections at international conventions and that each office be nominated and elected separately and not in a group. This procedure was followed at the elections here.

The 1952 session concluded with the Humanitarian Award dinner at which Helen Keller was given the award.

Acceptance of the award for Miss Keller was made by Robert Barnett, executive director of the American Foundation for the Blind. Wolf was master of ceremonies at dinner, introducing distinguished guests and the new international officers.

The program featured talks by Jake Kozloff, convention chairman, Governor Charles Russell, Nevada, Ben Goffstein, chief barker, Las Vegas Ten, O'Donnell, McCraw and John H. Harris, international big boss.

MPA Meet

(*Continued from page* 1)

distribution facilities to get films to the theatres with maximum efficiency.

(4) Continuing efforts "to keep foreign markets open to American films on a fair and equitable basis."

(5) Development of methods and new techniques in the use of sight and sound, and in the utilization of new media, including theatre television.

(6) Remedy and relief from burdens, including reduction of excessive taxes on theatre admissions "by bringing the economic facts of the situation to the attention of the lawmakers;" reduction in the costly anti-trust litigation within the industry through a system of arbitration; and the elimination of motion picture censorship through a clear-cut test of the issues in the U. S. Supreme Court.

The report, apart from Johnston's statement, gives comprehensive accounts of the year's activities of the Production Code Administration, the Advertising Code Administration and Title Registration Bureau. It details international activities, public services, technical services, government services, newsreel activities and other operational aspects performed by the Association.

Johnston said the industry, spurred by a record number of outstanding pictures, faces the future with "renewed strength and confidence."

"Not in recent years," he said, "has there been so long a list of great pictures, outstanding in their entertainment and dramatic values.

"The remarkable output of outstanding pictures served as proof that the American motion picture industry makes a product which, by all standards, is the world's most popular form of entertainment. I am confident that the fine pictures coming out of Hollywood in 1952 will confirm this again."

Despite a formidable array of obstacles that hamper American film business abroad, Johnston stated that 1951 was one of the best years on record for Hollywood product overseas, both in popularity and in earnings.

"The popularity of American films in 1951," he said, "rose to new heights abroad, resulting in substantial increases in revenues from foreign markets over the preceding year.

"Revenue gains in local currencies offset the 30 per cent devaluation in a number of countries overseas. Dollar remittances were estimated to have been the second highest in the industry's history, topped only in 1946."

Commenting on the public service rendered by the Production Code, Johnston said:

"The Code is a crystallization of sound American judgment and a reflection of our nation's standards of morals and good taste. . . . Self regulation has helped the theatre obtain and maintain a permanent and respected place in the community.

"It has provided the democratic answer to those in our country who would substitute censorship—the coercive power of the state—for the free decision of the citizenry, for the individual's own sense of propriety and good taste which the Code reflects."

In his report Johnston noted that an effort to obtain from the Federal Communications Commission sufficient MPA has joined exhibitor groups in frequency space to make commercial theatre television a "working reality."

"The requested channels would permit the linking together of hundreds of theatres for the simultaneous showing of an infinite variety of programs. Moreover, such programs would be of high quality, could be shown in full color as soon as a workable color system is available, and would bring a type and quality of entertainment not heretofore shown by television whether at home or in theatres," he said.

Johnston singled out the film industry's newsreels for special praise in his annual report.

Rodgers Committee, Exhibitors Cited By MPAA Board for Arbitration Work

William F. Rodgers and the distribution arbitration negotiating committee which he heads, and representatives of the exhibitor associations attending the recent industry arbitration conference were cited by the Motion Picture Association of America board at its meeting here on Friday. The board unanimously adopted the following resolution:

"RESOLVED, That this Board extends warm expressions of thanks and appreciation to Mr. William F. Rodgers for his undertaking to act as chairman of the distributors' representatives at the industry conference on arbitration and for his devoted and effective leadership of the distributors' conferees, and to Messrs. Lichtman, Montague and Mochrie, sales executives, and Messrs. Keough, Perkins and Schimel, general counsel, who composed the committee of distribution representatives, for their earnest and able devotion to their task under Mr. Rodgers' leadership, and to the representatives of the exhibitor associations at the conference for their constructive approach toward the problems of creating and adopting a method of arbitration for use in the motion picture industry."

Monogram Winds Up 2-Day Coast Meet

HOLLYWOOD, May 4. — Monogram executive-producer Walter Mirisch screened four films for company executives who attended a two-day sales meeting at the studio over the weekend.

The four were "Wagons West," "The Rose Bowl Story," "African Treasure," and "Here Come the Marines."

Also attending the sessions with Steve Broidy, company president, were Harold Mirisch, Morey Goldstein, G. Ralph Branton and Edward Morey, vice-presidents; L. E. Goldhammer, Eastern sales manager; James A. Prichard, Southwestern sales manager; Harold Wirthwein, Western sales manager, and John C. Flinn, advertising-publicity director.

Goldstein announced that the company will release three pictures during May: "Kansas Territory," "Desert Pursuit" and "African Treasure." Goldstein, Morey, Goldhammer and Prichard left over the weekend for New York.

Monogram, which will conduct its first annual "National Drive-in Week" sales drive between May 24 and May 30, is suggesting to the nation's drive-in theatre operators that they stage their own drive-in week during the same period.

New Technical Glossary

William H. Offenhauser, Jr., consultant engineer to Telenews Productions, has been invited by the Society of Motion Picture and Television Engineers to oversee the compilation and publication of a directory of technical terms in use in both the film and TV industries.

10,000 See 'Denver' Premiere Fete

DENVER, May 4.—More than 10,000 spectators jammed the Denver and Rio Grande western railroad yards here on Friday to view the narrow-gauge locomotive "Cinder Ella," which celebrated its 70th birthday in conjunction with the world premiere here of Paramount's "Denver and Rio Grande."

The birthday party was covered by more than 100 trade press representatives, newsmen photographers from 2 cities. Attending the ceremony were producer Nat Holt and Forrest Tucker, Paramount star, in addition to feature players, Edmond O'Brien, Dean Jagger, Laure Elliot and Zazu Pitts.

McCarey Receives Catholic Award

Leo McCarey, producer-director of Paramount's "My Son John," received the 1952 Award of the Catholic Institute of the Press at the organization's annual Communion Breakfast held yesterday at the Waldorf Astoria Hotel here.

McCarey was the fourth recipient of the Award, presented each year by the C. I. P. to the person "who has distinguished himself by the manner in which he has reflected Christian principles and fostered good citizenship through his work in his chosen field."

The organization previously presented a special commendation to Paramount Pictures for the general excellence of "My Son John," which will begin its fifth week at the Capitol Theatre tomorrow.

McCarey, who has been East for press conferences and personal appearances to promote the picture, was the guest speaker at the annual dinner of the Canadian Advertising Association in Toronto this past weekend. He plans to return to Hollywood today.

New 'U' TV Promotion

Universal-International has developed a new type of television program which it is servicing to some 52 TV stations from Coast-to-Coast. Titled "Movie Star Album," the first in the series is a biographical history of its star, Joyce Holden. In addition to 21 8x10 stills, it includes a script and an open-end interview with Miss Holden.

MPA Elections

(*Continued from page* 1)

Hetzel, a former U. S. Economic Stabilization Agency executive, joined the MPAA at the beginning of the year when Johnston relinquished the directorship of ESA to resume the MPAA presidency, from which he was on leave for about eight months.

At the annual meeting of members of the Association which preceded the board meeting, all directors were re-elected.

The following were present at the meetings, which were under the chairmanship of Johnston; Barney Balaban, Theodore R. Black, William H. Clark, Jack Cohn, Ned E. Depinet, Leon Goldberg, Earle W. Hammons, Joseph H. Hazen, Austin C. Keough, John J. O'Connor, Norton V. Ritchey, J. Robert Rubin, Nicholas M. Schenck, Abe Schneider, Sam Schneider and Spyros P. Skouras.

Present from MPAA, in addition to Johnston, were: O'Hara, DuVall, Schreiber and Hetzel.

The executive committee for 1952 was named as follows: Johnston (chairman), Balaban, Nate J. Blumberg, Steve Broidy, Jack Cohn, Depinet, Schenck, Samuel Schneider, Skouras and Herbert J. Yates.

Eighteen other standing committees for the year also were named, with the following chairman: finance, DuVall; membership, Jack Cohn; national distributors, A. W. Schwalberg; law committee of general counsel, Keough; international affairs, McCarthy; advertising and publicity directors, Charles Simonelli; copyright law, Adolph Schimel and David O. Decker; exhibitor relations, Depinet; community relations, Depinet; foreign legal advisory, Roger C. Clement; international film relations, Lawrence Lipskin; newsreel, Walton C. Ament; public relations, Blumberg; solicitations, O'Connor; television, Leopold Friedman, titles, Albert S. Howson. A 10-member Advertising Advisory Council and similarly constituted research committee also were formed.

Triumvirate Plan

(*Continued from page* 1)

name in the near future a representative to serve on the committee.

The proposal, made by retired COMPO executive vice-president Arthur L. Mayer, was that representatives from the three national industry organizations, the MPAA, Allied States Association and the Theatre Owners of America each appoint a representative to serve on the governing committee.

The MPAA meeting also discussed plans for changing the Association's system of assessing membership dues in consequence of the divorcement of theatre properties under the consent decrees. The new arrangement has yet to be resolved however, it was reported.

A meeting of the Motion Picture Export Association which followed "came close" to agreement on the allocation among member companies of product for shipment to Japan during the next six months. The Japanese government has agreed to admit 63 American features and shorts during the period.

Eric A. Johnston, MPAA president, who presided at the meetings, left here by plane on Saturday for France.

NEW YORK IS POINTING TO THE "SLEEPER" OF THE YEAR FROM PARAMOUNT

"A 'Sleeper'

—the surprise film of the year!"—Daily Mirror

"A 'Sleeper'

—nearly explodes with exciting events!"—Herald Tribune

"A 'Sleeper'

—Paramount has . . . high voltage film!"—Times

"A 'Sleeper'

—has viewer mopping perspiration from face!"—Daily News

The Number 1 Suspense Picture of 1952

THE ATOMIC CITY

And The Public Is Discovering It Too As They Rush To Its

FIRST ENGAGEMENT—MAYFAIR THEATRE, BROADWAY NOW!

"The Atomic City" with Gene Barry • Lydia Clarke • Michael Moore • Nancy Gates • Lee Aaker
Produced by Joseph Sistrom • Directed by Jerry Hopper • Written by Sydney Boehm

A PARAMOUNT PICTURE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 88 NEW YORK, U. S. A., TUESDAY, MAY 6, 1952 TEN CENTS

77 Slated by 20th Studio In 1952-1953

17 Ready; 12 Shooting; 17 Lined Up; 31 Writing

HOLLYWOOD, May 5.—Recognizing the "urgency of a long-range production program" at this time, Darryl F. Zanuck, 20th Century-Fox production vice-president, has established a schedule calling for work on 77 pictures during 1952-53.

It was indicated that the production plans cover the largest expenditure for such purpose in the history of the company, but no figures were specified.

"Never in the history of the industry has the urgency of a long-range production program been so vital," it was said. "Maximum economy without the sacrifice of efficiency and quality is the only way the critical problems we are now faced with can be met and overcome.

"To achieve the utmost in efficient

(*Continued on page* 4)

10 Companies Agree On Japan Releases

Ten Motion Picture Export Association member companies yesterday reached agreement on the number of pictures each will distribute in Japan during the April 1-September 30 period.

The 63 pictures Japan has agreed to admit during the period have been allocated as follows: M-G-M, nine; Paramount and Warner, seven each; 20th Century-Fox, eight; RKO Radio, Universal and Columbia, six each; United Artists and Republic, five each; Allied Artists, four.

Truman May Rule On Guaranty Media

WASHINGTON, May 4.—The U. S. Government's information media guaranty program would be continued "under such agency as the President may determine" under the foreign aid bill approved by the Senate Foreign Relations Committee.

President Truman had suggested that the guaranty program be transferred from the Mutual Security Agency to the State Department.

Distributors Will Weigh Johnston's 'Streamlining' Bid

The national distributors committee of the Motion Picture Association of America, headed by Alfred W. Schwalberg of Paramount, will take under advisement Eric A. Johnston's recommendation in his annual report that the industry's distribution facilities should be streamlined to get films to theatres with maximum efficiency, it was learned here yesterday.

The MPAA president's recommendation was one of six major factors on which he stated hinges the continued progress and leadership of the industry in the entertainment field.

It is understood that the distributors committee has discussed from time to time recently the possibility of achieving more economical and efficient operations. However, these discussions have not produced a plan or plans which could be adopted or experimented with.

Johnston worded his recommendation thus: "The traditional machinery of the industry for distribution of film in this country should be streamlined. Changing patterns of demand, trans-

(*Continued on page* 5)

Films Aid Retailers, Bergman Declares

CANTON, May 5.—In helping to get people into the business sections of towns and cities, which is a most important factor in creating a shopping and buying morale, the motion picture industry, through the local community theatre, is providing a great stimulant to retail business, Maurice A. Bergman, director of public relations for Universal Pictures, told the Junior Chamber of Commerce at a luncheon here today as he opened a 12-day speaking tour in Ohio on behalf of COMPO.

Bergman stressed that motion pictures are one of the prime stimulants

(*Continued on page* 5)

Sees Strong Position For Merged Company

WASHINGTON, May 5.—The DuMont television network's film buyer and coordinator today declared that the proposed merger between United Paramount Theatres and the American Broadcasting Co. would place other buyers of films for television in "a substantially inferior position."

Donald A. Stewart told the Federal Communications Commission Paramount hearing that unless competitive bidding is used for the purchase of

(*Continued on page* 4)

ARBITRATE PRICES, ALLIED REITERATES

Rembusch Named to COMPO by Allied

Colorado Springs, May 5.— Allied States board of directors at its weekend meeting here approved the plan for the appointment of a three-man interim committee to run the Council of Motion Picture Organizations until an election of new officers can be held.

The board named Trueman Rembusch as Allied's member of the COMPO committee. The Motion Picture Association of America and Theatre Owners of America have yet to name their members to the committee.

File 2 Anti-Trust Suits for $7½-Million

Two anti-trust suits, both of which seek treble damages totaling $7,500,000, were filed here yesterday in Federal Court.

Samuel I. Orsen and Harold W. Friedman, assignors of Colonial Enterprises, Albany, N. Y., seek $4,500,000 in an anti-trust action against distributors and circuits claiming discrimination in rentals and clearances. The period of the alleged damages ran from 1947 to 1951, when the Colonial closed.

Named in the Orsen-Friedman suit were Warner, Universal, United Artists, 20th Century-Fox, RKO Pictures, Paramount, Columbia, Loew's, Fabian Theatres, Mark Strand Corp.,

(*Continued on page* 5)

'Singin'' Sets Pace Among NY 1st-runs

"Singin' in the Rain" at Radio City Music Hall was the pace setter this week, with a nice $105,000 indicated for the sixth and final week. It will be replaced Thursday by "Scaramouche."

With the exception of a few other houses, business at most first-run Broadway theatres was a bit sluggish.

At the Paramount, a pretty good $60,000 is forecast for the first week of "Macao" and a stage bill headed by Pearl Bailey. "Belles on Their

(*Continued on page* 4)

Board Meet Also Calls For Inspection of Bids; Hits Advance Scales

COLORADO SPRINGS, May 5.—Although declaring that an industry arbitration plan which does not include inspection of competitive bids and mediation of film prices would not meet with Allied States' approval, the organization at its meeting concluded here yesterday instructed its committee to continue to participate in the negotiations in hopes of securing such an all-inclusive arbitration system.

Meanwhile, the Allied board is deferring action on approval or disapproval until a final draft of an arbitration plan acceptable to the distributors is presented to it for its consideration.

The action means that Wilbur Snaper and Nathan Yamins, with Abram F. Myers as counsel, will participate in the all-industry arbitration conference scheduled to resume in New York on May 26, and will press further for inclusion of arbitration of film prices and inspection of bids at that time.

The Allied board unanimously

(*Continued on page* 5)

Refuses to Hear Brookside Appeal

WASHINGTON, May 5.—The U. S. Supreme Court today refused to hear the appeal of eight major distributors in the so-called Brookside case.

This in effect upholds and puts into final form the decision of the Eighth Circuit Court of Appeals, awarding the Brookside Theatre Corp., Kansas City, $1,125,000 in damages plus at-

(*Continued on page* 5)

200 Honor Howard At Luncheon Today

BOSTON, May 5. — Approximately 200 circuit and independent exhibitors will attend a luncheon at the Sheraton Plaza Hotel here today to honor Arthur K. Howard, founder and president of Affiliated Theatres. The occasion is the 10th anniversary of Affiliated.

The circuit serves 100 theatres in New England in the buying and booking product.

NEWS in Brief . . .

New York's Cinema Lodge of B'nai B'rith is limiting to 200 the number of participants in its first annual industry golf tournament, to be held at Vernon Hills Country Club in Tuckahoe on May 22, Martin Levine, president of the Lodge, announced.

William German has donated prizes to be awarded to the winner of every foursome; Armo Air Conditioning has contributed gifts for all participants; Jack Alicoate and George Hornstein are donating cups for the winners, and Sidney Weil and Rowe Cigarettes are giving prizes.

•

BUFFALO, May 5. — Summations started today in the anti-trust suit brought by Bordonaro Brothers Theatres, Inc., Olean, against RKO Pictures, Paramount Pictures and Warner Theatres. The plaintiffs, charging that first-run films were withheld between September 15, 1946 and March 15, 1948, seek $161,592 treble damages. Bordonaro Brothers operate the Palace in Olean.

•

BOSTON, May 5.—Martin Levine, president of the Cinema Lodge of B'nai B'rith of New York last night installed the following officers of the Brookline, Mass. chapter: Samuel Pinanski, president; Louis Richmond, vice-president; and Henri Schwartzberg, financial secretary. In addition, Maurice Pouzzner and Maurice Wolf were installed as trustees.

•

WASHINGTON, May 5.—Rep. Vail (R., Ill.) has introduced a resolution calling on the House Judiciary Committee to investigate the official conduct of Federal District Court Judge Leon Yankwich. Yankwich, a judge in Los Angeles Federal Court, presided over the trial of the Lester Cole damage suit against Loew's, and has been under attack from Vail for his conduct in that trial. Yankwich had ruled that Cole had not refused to answer the House Un-American Committee's questions in 1947, and that he had not brought himself into public contempt, scorn or ridicule in violation of the good conduct clause in his contract.

In introducing his resolution, Vail praised Judge Benjamin Harrison, who recently granted an RKO Pictures motion for a new trial of the damage suit brought by Adrian Scott.

Harold Loeb, 53

CHICAGO, May 5.—Harold Loeb, 53, with 20th Century-Fox for over 40 years, succumbed to a heart ailment in Michael Reese Hospital yesterday. He is survived by the widow Catherine, a son, William, a daughter, Fern, a brother and a grandson. Services will be held tomorrow at Piser's.

Maurice Alschuler, 68

CHICAGO, May 5.—Maurice Alschuler, 68, owner of the Vision Theatre, died here yesterday. He is survived by the widow, Rose, a son, Frank, and a daughter, Beatrice. Services will be held at Piser's at two P.M. tomorrow.

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, arrived here over the weekend from Hollywood en route to Europe.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, will arrive in New York today from New Haven.

•

ROBERT WELCH, Paramount producer, who arrived here from the Coast over the weekend, will return there tomorrow.

S. F. SEADLER, M-G-M advertising manager, will act as escort-at-large for the exhibitor and trade press group leaving here tomorrow for the company's "Seeing Is Believing" trip to Hollywood.

•

MANDEL SILVERBERG, RKO Radio attorney, arrived here from Europe yesterday aboard the *S. S. Liberte.*

•

VINCENT KORDA, director of London Film Productions, arrived here yesterday from England aboard the *S. S. Queen Elizabeth.*

Para. Starts Analysis Of New Product

HOLLYWOOD, May 5.—Paramount's sales and merchandising conference got under way at the studio today when home office, distribution and production executives met in the first of a week-long series of sessions to be devoted to an analysis of 13 pictures scheduled for release between July and December.

A. W. Schwalberg presided at the initial meeting which spotlighted three up-coming releases, William Wyler's "Carrie," "Son of Paleface," with color in Technicolor and "Somebody Loves Me," Technicolor.

Paramount plans for remainder of this year and next promise the firm will have the strongest product lineup in years, Don Hartman in charge production, declared. He said, "Significant production strides taken during the past year are beginning to show results in our releases. We at the studio are acutely aware of the need for practical product and are stressing freshness and originality in making it."

President Barney Balaban said he considers company in the strongest position, production-wise, it has enjoyed in recent years.

Vice-president Y. Frank Freeman told sales executives, "Your position in the field gives us a pipeline to the public. We urge you to take fullest advantage of it and keep us fully informed on the demands in the public market."

Hartman will host the distribution contingent at his home tomorrow night.

Heavy 'Quiet' Promotion

Republic reported here yesterday that "the most intensive campaign in the history of Republic will back the release of 'The Quiet Man,'" Company president Herbert J. Yates, disclosed that $300,000 of the company's recent promotion appropriation of $500,000 has been allocated to the Argosy Production.

James R. Grainger, executive vice-president in charge of sales, at the same time announced that the premiere has been set for Loew's Capitol in New York about mid-August.

Fred Crowe, 73

CHICAGO, May 5.—Fred Crowe, 73, manager of the Erlanger Theatre, a downtown stage show house here, since 1938, died here today.

Harvey Optimistic On Arbitration

SAN FRANCISCO, May 5.—H. V. Harvey, president of Western Theatre Owners, said in the unit's publication he is reserving comment on the proposed industry arbitration plan until a final draft has been prepared. He said, however, he is optimistic of the plan's chances of success.

"A great deal has been accomplished and if the give-and-take attitude continues to prevail, the industry will have a workable arbitration system which will prove to be a boon for all," he said.

Harvey said it is his impression that the arbitration of film prices will be brought up again at the May 26 arbitration meeting in New York. Distributors opposed inclusion of the subject in arbitration at the meeting last month.

Harvey Decries Shortage Of 'Salable' Pictures

SAN FRANCISCO, May 5. — "The serious shortage of salable pictures" and "unreasonable film rentals" were decried by Rotus Harvey, president of the Western Theatre Owners, in an article in *Exhibitors Digest,* published by the WTO.

Harvey speculated whether government control of film production and distribution may provide the answer to exhibitor complaints.

The article claimed that TV competition was only partly responsible for the decline in the box-office. Other factors cited by Harvey was a more discriminating audience and the lack of good pictures.

Harvey held up the releasing situation in Chicago as favorable for subsequent run exhibitors.

Take Over Audience Promotion in N.Y.C.

D. John Phillips, of the Metropolitan Motion Picture Theatres Association, and Mort Sunshine, of the Independent Theatre Owners Association, will jointly supervise audience promotion activities and public relations for the Organization of the Motion Picture Industry of the City of New York.

The take-over from the public relations firm headed by Lynn Farnol, which handled those activities for a year, will be effected within the next week or two.

Proposes Extended 'Movietime' Schedule

Albany, N. Y., May 5.— Future "Movietime U. S. A." tours should be scheduled for nine instead of seven days, Harry Lamont, exhibitor chairman for the Albany exchange district, has suggested to Lou Smith and other "Movietime" officials in Hollywood, and to Charles F. McCarthy, COMPO information director in New York.

"It would be desirable to have every third or fourth day completely free," Lamont wrote. "After making the long trip from the Coast, allowing a couple days of rest (for talent during the tour) would be advisable."

'Movietime' Troupe Set for the South

Nine Hollywood personalities will make a "Movietime U. S. A." tour of the Memphis exchange territory next week, it was announced here yesterday by the Council of Motion Picture Organizations.

The unit will comprise Frank Lovejoy, Rod Cameron, Wayne Morris, Susan Cabot, Joyce Holden, Constance Smith, George Waggner, William Lively and Manny Seff.

Plans worked out by Sam Kirby of Little Rock, in charge of the tour for the territory Movietime committee, call for the group to be split into three units of three each and cover Western Tennessee, Northern Mississippi and Arkansas. The program will continue throughout the week.

Put Off Towne Petitions

CHICAGO, May 5.—The two Towne Theatre, Milwaukee, petitions scheduled to be heard here today—one by Towne attorney Thomas C. McConnell, the other by the defendants for a "construction" of the Towne decree —have been put over to tomorrow by Federal Judge Barnes.

HELP THE CEREBRAL PALSY CAMPAIGN.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SINGIN' IN THE RAIN"
Gene KELLY Donald O'CONNOR Debbie REYNOLDS
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

ROBERT MITCHUM
JANE RUSSELL
WILLIAM BENDIX
in
MACAO
PARAMOUNT TIMES SQUARE
in person
PEARL BAILEY
BUDDY BAER
HERBIE FIELDS AND HIS ORCHESTRA
Extra!
LARRY STORCH
Midnight Feature Nightly

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FACT No. 5... *about magazines and motion pictures*

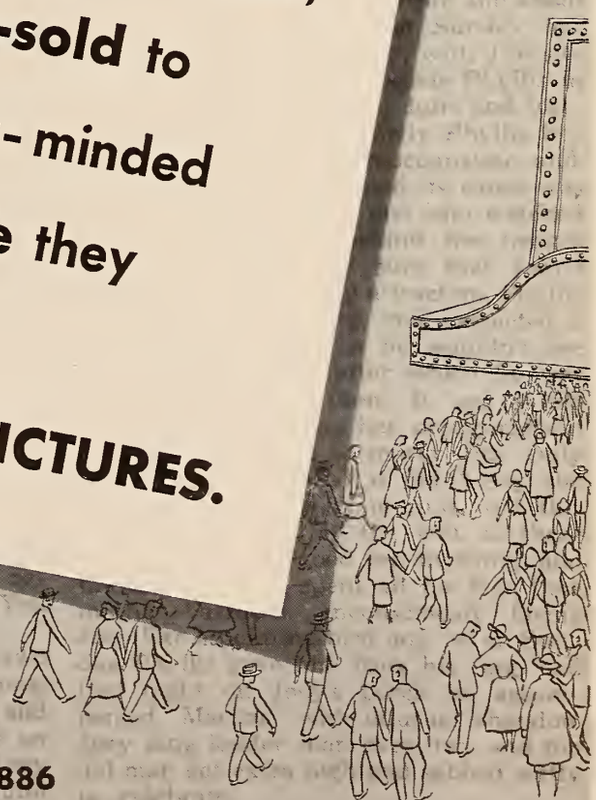


Over the years, most of the hit movies made from magazine stories have come to the screen from the pages of

MONTHLY MAGAZINES.

They have been box-office successes, because they were **pre-sold** to millions of entertainment-minded magazine readers **before** they were made into

MOTION PICTURES.



COSMOPOLITAN

***"America's* BEST *Fiction and Fact"* ... *since* 1886**

MAGAZINES GO TO 82.5 PER CENT OF THE NATION'S HOMES. EVERYBODY READS MAGAZINES.

National Pre-Selling

TWENTIETH CENTURY-FOX devised an unprecedented advertising splash for "Belles on Their Toes," now at the Roxy Theatre, with a series of teaser ads appearing "run-of-the-paper" in the *World-Telegram, Journal-American* and *Daily News.* Each member of the fabulous family, including Jeanne Crain, Myrna Loy and Debra Paget, briefly appears with text referring to the theatre ad in the amusement pages, where the entire group are assembled in large display space. Copy is cute and will appeal to all families for its charm.

Al Lichtman, director of distribution for 20th Century-Fox, has accepted the *Christian Herald* plaque honoring "Belles on Their Toes" as the outstanding picture of the month.

•

Ten million individual plugs (that's the biggest figure so far this month, but it's early in May!) are claimed for 20th Century-Fox's "Pride of St. Louis" in a tieup with Royal Desserts and Royal Gelatin Desserts. A photograph of the star is currently featured on the backs of some 10,000,000 packages now on the shelves of grocery stores and super markets. And 5,000 (that's more moderate) radio spots are being broadcast by the same sources for the benefit of the Dizzy Dean autobiography. Cooperative advertising, placed by the food stores, will appear in 309 newspapers in 290 cities, Coast-to-Coast.

•

Jacqueline Neben, promotion manager for *Photoplay* magazine, submits a sample of her pink package of advertising aids prepared for AMC stores, in the pre-selling of 20th Century-Fox's "Belles on Their Toes." Kit contains some attractive stills of still more attractive people wearing model fashions that we hope become popular in this neighborhood, and a check list from which store managers may order exciting Hollywood hoopla for the better merchandising of both picture and products advertised in *Photoplay.* Campaign is timed exactly to hit store counters and theatre box-offices with the issue of the magazine and the release of the picture.

•

The American Trucking Association, representing some 60,000 truckers in 48 States, and the General Motors Truck Division, through GMC dealers from Coast-to-Coast, were tied-in for the premiere of "The Red Ball Express," Universal-International saga of the Army Transportation Corps, which had its world premiere at the Orpheum Theatre in San Francisco on Friday. The premiere launched openings of the picture throughout the country in connection with the observance of "Armed Services Week," starting May 17.

•

***American Magazine* for May, now on news stands, puts "My Son John" at the top of the list of movie selections, with "Walk East on Beacon" as a runner-up. The magazine credits "Belles on Their Toes," "Young Man with Ideas," "Macoa" and "About Face" and uses an interesting reproduction of movie-size still reproductions in color to set off the double page. Debra Paget gets a dancing pose, in color, for "Japanese Sandman."**

WALTER BROOKS

20th Slates 77

(*Continued from page* 1)

economy," a company statement continued, "the course of production must be charted far enough ahead to enable us to know not only where we intend to go, but where we should be at any given time.

"Recognizing this fact," concluded the statement, "20th Century-Fox has embarked the biggest long-range production schedule in the company's history."

Under the program, 17 pictures, nine of which are in color by Technicolor, have been completed and are awaiting release. Twelve more, six in Technicolor, are either shooting or ready for the stages. Seventeen more, eight in Technicolor, will be produced during the summer. Additionally, 31 scripts are being prepared, of which eight will be transformed into Technicolor pictures and the rest into black-and-white.

Pictures completed and ready for release are: "BELLES ON THEIR TOES" (Technicolor), produced by Sam Engel; directed by Henry Levin. Bret Harte's "THE OUTCASTS OF POKER FLAT," produced by Julian Blaustein; directed by Joseph Newman. "KANGAROO" (Technicolor), produced by Robert Bassler; directed by Lewis Milestone. "DIPLOMATIC COURIER," produced by Casey Robinson; directed by Henry Hathaway.

Also, Kenneth Roberts' "LYDIA BAILEY" (Technicolor), produced by Jules Schermer; directed by Jean Negulesco. "WE'RE NOT MARRIED," produced by Nunnally Johnson; directed by Edmund Goulding. "WAIT 'TIL THE SUN SHINES, NELLIE" (Technicolor), produced by George Jessel; directed by Henry King. Victor Hugo's "LES MISERABLES," produced by Fred Kohlmar; directed by Lewis Milestone. "DREAM BOAT," produced by Sol C. Siegel; directed by Claude Binyon.

Also, "WHAT PRICE GLORY," (Technicolor), produced by Sol C. Siegel; directed by John Ford. "DON'T BOTHER TO KNOCK," produced by Julian Blaustein; directed by Roy Baker. Herbert Childs, "WAY OF A GAUCHO" (Technicolor), produced by Philip Dunne; directed by Jacques Tourneur. "LURE OF THE WILDERNESS" (Technicolor), produced by Robert L. Jacks; directed by Jean Negulesco. "MONKEY BUSINESS," produced by Sol C. Siegel; directed by Howard Hawks. "TREASURE OF THE GOLDEN CONDOR" (Techincolor), produced by Jules Buck; directed by Delmer Daves. O. Henry's "BAGDAD ON THE SUBWAY," produced by Andre Hakim. Ernest Hemingway's "THE SNOWS OF KILIMANJARO" (Technicolor), produced by Darryl F. Zanuck; directed by Henry King.

Pictures in production or ready for immediate production are: "STARS AND STRIPES FOREVER" (Technicolor), produced by Lamar Trotti; directed by Henry Koster. "PONY SOLDIER" (Technicolor), produced by Sam Engel; directed by Joseph Newman. "TONIGHT WE SING" (Technicolor), produced by George Jessel; directed by Mitchell Leisen. Damon Runyon's "BLOODHOUNDS OF BROADWAY" (Technicolor), produced by George Jessel; directed by Harmon Jones. "MY WIFE'S BEST FRIEND," produced by Robert Bassler; directed by Richard Sale.

Also, "NIGHT WITHOUT SLEEP," produced by Robert Bassler; directed by Roy Baker. "SOMETHING FOR THE BIRDS," produced by Sam Engel; directed by Robert Wise. "BIG MAN," produced by Stanley Rubin; directed by Robert Parrish. "THE FARMER TAKES A WIFE" (Technicolor), produced by Frank P. Rosenberg; directed by Henry Levin. "NIAGARA" (Technicolor), produced by Charles Brackett; directed by Henry Hathaway.

Also, Daphne Du Maurier's "MY COUSIN RACHEL," produced by Nunnally Johnson; directed by George Cukor. "POWDER RIVER" (Technicolor), produced by Andre Hakim; directed by Louis King.

Pictures scheduled for production this summer are: Irving Stone's "THE PRESIDENT'S LADY," produced by Sol C. Siegel. Henry Wadsworth Longfellow's "EVANGELINE" (Technicolor). produced by Sam Engel. "THE QUEEN OF SHEBA" (Technicolor), produced by Sam Engel. "CALL ME MADAM" (Technicolor), produced by Sol C. Siegel. "WHITE WITCH DOCTOR" (Technicolor), produced by Otto Lang.

Also, "THE DESERT RATS," produced by Robert L. Jacks. "GENTLEMEN PREFER BLONDES," produced by George Jessel. "MAN ON THE TIGHTROPE," produced by Robert L. Jacks. "90 SADDLES FOR GOBI," produced by Stanley Rubin. "BAPTISM OF FIRE," produced by William Bloom. "BLAZE OF GLORY," produced by Jules Schermer. "THE FORM DIVINE," produced by David Hempstead. "HANDS ACROSS THE SEA," produced by Stanley Rubin.

Also, "MUSIC IN THE AIR" (Technicolor), produced by George Jessel. "KING OF THE KHYBER RIFLES" (Technicolor), produced by Frank P. Rosenberg. "RAMONA" (Technicolor), produced by Philip Dunne. "TAXI," produced by Sam Engel.

N.Y. Grosses

(*Continued from page* 1)

Toes" opened to a fairly good $65,000 at the Roxy, which also features Bob Haymes on stage.

The initial stanza of "The Pride of St. Louis" at the Rivoli is expected to rack up a moderate $14,000. Another opener, "The Atomic City" at the Mayfair, is estimated for a satisfactory $15,000 in its first seven days.

"Tomorrow Is Too Late" is forecast to close with a fair $10,000 for its fourth week at Loew's State. Bowing there Saturday is "Wild North."

Will Replace 'Mara'

On Friday, "The San Francisco Story" will replace "Mara Maru" at the Warner, which is expected to close with a slow $18,000 for its second inning. A not-too-high $14,000 is seen for the second and final week of "The Green Glove" at the Criterion. "The Sniper" bows there Friday.

At the Globe, a fairly nice $13,000 is seen for the second stanza of "Red Mountain." While at the Capitol, the fourth and final week of "My Son John" is estimated to do about $17,000, considered an average figure. It will be replaced tomorrow by "Carbine Williams."

Falling under the good-to-fair category are "The Marrying Kind" at the Victoria and "My Six Convicts" at the Astor. A $14,000 gross is seen for the eighth inning of "The Marrying Kind," while $10,000 is forecast for the sixth week of "My Six Convicts." "Outcast of the Islands" bows in at the Astor May 15.

New Beekman Picture Good

Among off-Broadway houses, the new Beekman Theatre is due to hit a sturdy $9,000 for its first week of "Never Take No for An Answer."

Holding up well is "Man in the White Suit" at the Sutton where $14,000 is indicated for a fifth week. The long-standing "The River" at the Paris was replaced yesterday by "Under the Paris Sky" after rolling up a fine $6,800 for its 34th week.

Palace Ends 2-a-day For Summer Months

The RKO Palace here will end its two-a-day policy for the summer with the wind-up of Betty Hutton's show Friday night.

It will return to a policy of a feature film and vaudeville during the summer, with the entire program changed weekly. Opening Saturday will be "Loan Shark." In the fall, it will return to the presentation of star performers with such entertainers as Jimmy Durante, Sophie Tucker, Martin and Lewis, Danny Kaye and Bing Crosby being considered.

'Kangaroo,' 'Bailey' Are Slated for the Roxy

Three 20th Century-Fox productions are slated to follow "Belles on Their Toes" at the Roxy, David T. Katz, executive director of the theatre, disclosed here yesterday.

They are "Kangaroo," "Lydia Bailey," and "Wait 'Till The Sun Shines, Nellie."

Merged Firm

(*Continued from page* 1)

television films from major distributors, the total buying power of the merged company would give it a "favored status" in buying films for TV.

Stewart was sharply questioned by attorneys for other parties in the case on whether he had the qualifications for making such a statement. Questioning brought out that since the late 1920's, when he disposed of a chain of theatres he owned in the Southwest, he had no contact with the motion picture industry until he became DuMont's film buyer early this year.

Following Stewart's testimony, hearing examiner Leo Resnick agreed to call Dr. Allen B. DuMont back to the stand. UPT attorney Duke Patrick, who made the request, said he wished to question DuMont on his opinion of the merger. DuMont previously stated on the stand that he saw nothing wrong with the merger provided that his three-station television network could get two more stations, putting it into a position where it could compete successfully with the UPT-ABC network.

As the hearing closed today Arthur Levey, president of Skiatron electronics and Television Corp., began what will be long and detailed testimony on Scophony Corporation of America. Levey, who was formerly SCA president, will be on the stand for most of the week. He is expected to discuss the six year tie-in between SCA and Paramount Pictures, covered last week in testimony by Paul Raibourn, Paramount director.

Haiti's President Cites 20th's Film

By MANDEL HERBSTMAN

PORT AU PRINCE, Haiti, May 5.—President Paul E. Magloire of the Republic of Haiti today publicly cited 20th Century-Fox for the "great achievement" in producing "Lydia Bailey," which has this country for its setting.

Virtually the entire city turned out to greet the junket of U. S. newspapermen who were flown here by the company for the picture's world premiere. By official edict the day was proclaimed a legal holiday.

Under the supervision of Stirling Silliphant of 20th-Fox, spectacular ballyhoo and exploitation was set in motion in conjunction with the opening at the Theatre Des Casernes, the largest of the city's five theatres. A colorful parade was held along Boulevard Harry Truman and President Magloire personally greeted each visiting journalist.

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Wright Likens TV To Film 'Monopoly'

CHICAGO, May 5. — The present radio-television industry bears "striking similarities to the old monopolized film market," former Justice Department trust-buster Robert L. Wright said in addressing a University of Chicago Law School conference for practicing lawyers here today.

He said broadcasting was dominated by national networks, and they in turn were largely influenced by the large national advertisers. It is their judgment, and not the audience's judgment which controls the entertainment to be shown, he argued.

"If the principal market for films should become television stations instead of theatres, film content would then be determined by the same kind of judgment that now determines radio and television program content," Wright said. "A film producer's rewards would be determined by an advertiser's judgment as to how much soap his picture might help to sell. Since the advertiser's judgment is necessarily based upon mass market appeal, film entertainment would again be primarily aimed at the mass market and the present trend of increasing diversity and better quality of film entertainment might well be reversed. It also seems clear that films would then be subjected to a far more stringent censorship than now exists.

Films Aid Business

(*Continued from page* 1)

for American business throughout the world. He pointed out that organizations such as the Junior Chamber of Commerce should be fully aware of the fact that the film industry has always been eager to cooperate with all businesses to foster the idea of getting people into urban centers.

Bergman noted to the members of the Chamber of Commerce that their primary contact with the film business is their local theatre operator. "He is, as you know, a substantial business man and we know that his theatre is more than a market place for the sale of entertainment because he indulges, like all of you, in a type of public service as far as community and civic projects are concerned."

'Streamlining' Bid

(*Continued from page* 1)

portation and population have dislocated the accustomed patterns. For the sake of economy and of better service, there are many possibilities which an industry that is determined to be modern and up-to-date must explore for itself. The goal of this effort is to get films to the theatres in the best and cheapest way possible."

Observers believe that Johnston, who now is in France on business, may have had in mind the "doubling-up" of exchange activities, with possibly two exchanges handling the work of three or more under re-zoning of territories.

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Arbitrate Prices, Says Allied

(*Continued from page* 1)

adopted a resolution expressing its regret "that the distributors apparently are unwilling to agree to an all-inclusive arbitration system along the lines recommended by Allied," but authorizing the further participation by the Allied committee.

In connection with its action on competitive bids the board issued the following statement:

"Allied always has opposed competitive bidding for many reasons which have often been expressed, especially that it tends to a monopoly by the exhibitor having the 'long purse.'

"Nevertheless, this board recognizes that despite its protests competitive bidding still is being imposed by the distributors upon the exhibitors, and is aware that many complaints have been received at national headquarters of irregularities in the consideration of the bids and the awarding of the pictures.

"This board is convinced that the only way in which these abuses can be eliminated and confidence in the practice maintained, is for the distributors to reveal all bids to the bidders after an award has been made, and the board calls upon distributors to institute this reform.

"In view of the fact that open bidding prevails in public contracts and in other industries, we can only assume that blind bidding is used by the distributors for the purpose, and with the effect, of concealing irregularities and discriminations in making awards."

The board voiced objections to sales terms that result in advanced admission prices at the box office. It also stated the directors present had been polled on the question of "film selling abuses by all companies" with the conclusion being reached that Paramount is the worst offender.

Trade practice complaints voiced to the board were said to include the following: "Consistently over-allocating pictures; imposing zone bidding and mass bidding; refusing to re-allocate pictures even after they are proven inferior at the box-office; continuing to distribute Pine-Thomas pictures even though Pine-Thomas productions are being shown free on television; using top box-office attractions such as "Sailor Beware" to increase top rentals, thereby establishing new precedents and a yard stick for a general increase in all future deals; employing the "absent treatment" in solicitation by their (Paramount) sales representatives in the cases of those exhibitors who elect to exercise their legal rights in buying selective deals, and, instigating the practice of increased admission priced pictures such as "Unconquered," "Samson and Delilah" and "The Greatest Show on Earth."

In this connection, the board also cited as "unfair," M-G-M for its sales policy with respect to "Quo Vadis"; Warners for "A Streetcar Named Desire," and 20th Century-Fox for "David and Bathsheba."

Efforts to reach A. W. Schwalberg, Paramount distribution chief, for comment yesterday on the Allied board's criticism of the company were unsuccessful. Schwalberg is presiding at a sales meeting on the West Coast.

'Michael Awards' to Skelton, 'Big Show'

Red Skelton was voted "Best TV Comedian" and in radio "The Big Show" was selected as the "Program of the year" by those participating in the third annual Academy Michael Awards election, it was disclosed here yesterday.

The "Michaels," broadcasting's counterpart of Hollywood's "Oscars," are sponsored and conducted by the Academy of Radio and Television Arts and Sciences.

Awards went to eight stars and 20 programs, with special Academy citations going to Gian Carolo Menotti's opera "Amahl and the Night Visitors," and Theodore Granik's television forum "Youth Wants to Know."

In the television field, the following besides Skelton were winners in their respective categories: "Your Show of Shows," (variety); "I Love Lucy," (situation comedy); "Philco-Goodyear Playhouse," (drama); "Dragnet," (mystery); "What's My Line?" (panel quiz); "Meet the Press," (discussion-interviews); "American Forum of the Air," (forum); Fred Waring, (musical variety); Garry Moore Show, (daytime); "See It Now" (news program); Schlitz Beer, (commercial presentation); biography shows on "Toast of the Town," (innovation); "Zoo Parade," (children's); Betty Furness (announcer).

In the radio category, Michaels went to "The Big Show," (variety program) starring Tallulah Bankhead; Edward R. Murrow, news commentator, and "Metropolitan Opera."

In other categories, Dinah Shore and Perry Como won their third and second Michaels respectively as "Best Vocalists" in the popular field. "Too Young," written by Sylvia Dee and Sid Lippman, was voted "Best Popular Song" of the year.

Utah Governor to Attend 'Rio' Bow

SALT LAKE CITY, May 5.—Paramount's week-long world premiere junket saluting "Denver and Rio Grande" will be climaxed tomorrow with a civic celebration in Salt Lake City in which Utah's Governor, J. Bracken Lee and Salt Lake City's Mayor Earl Glade will participate.

Ceremonies will get underway with a luncheon at the Rotary Club, followed by a parade to the Utah Theatre, where the film will open. Stars Edmond O'Brien, Dean Jagger, Laura Elliot and Zasu Pitts will appear on stage.

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Brookside

(*Continued from page* 1)

torneys' fees and costs. The circuit court, and the district court earlier, had found the distributors guilty of violating the anti-trust laws by conspiring to prevent Brookside from obtaining pictures during 1936-37, forcing the company to sell its lease to a firm reputed to be controlled by 20th Century-Fox.

The distributors appealed to the Supreme Court, arguing that the lower courts had permitted Brookside's attorneys to refer too freely to the Paramount case decision and had erroneously figured the damages in the case.

2 Anti-Trust Suits

(*Continued from page* 1)

RKO Keith Orpheum Corp., Fast Theatres, Inc., and Copia Realty Corp.

The second suit was brought by the TC Theatre Corp., which operated the Biltmore Theatre, Mt. Vernon, and seeks $3,000,000 in damages covering a period from 1937 to 1950. Named as defendants were the eight major distributors, in addition to Brandt Theatres, Parkway Theatres, Donni Blair Amusement Corp., Embassy Vernon Corp., Skouras Theatres, Mt. Vernon Corp., and Willard Amusement Corp.

Ealing's Loans from NFFC Are Explained

LONDON, May 5. — Inclusion of Michael Balcon's Ealing studios among National Film Finance Corp. borrowers in the latter's annual report made public last week provoked surprise in the trade here until Reginald Baker, Ealing's business chief, came through with an explanation.

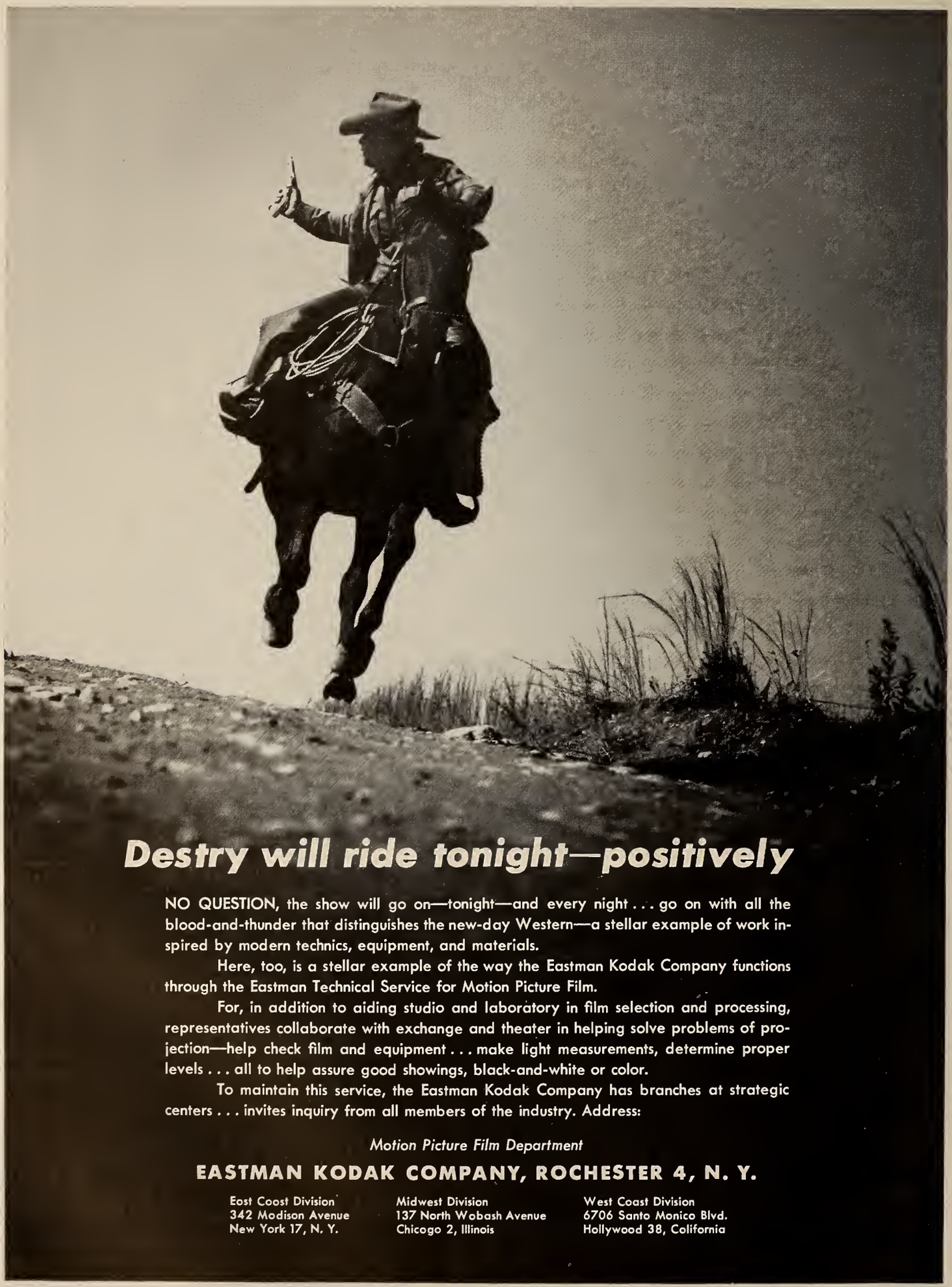
Ealing, he said, doesn't borrow from NFFC to make pictures, but, rather, takes a loan when the completed production is delivered to the distributor, to tide the company over until distribution receipts come in. Thus, he said, NFFC has nothing to do with approval or otherwise of Ealing scripts.

BFPA Defection Up At May 13 Meeting

LONDON, May 5.—Efforts to heal the breach between British Lion and British Film Producers Association are on the agenda for the May 13 meeting of BFPA's executive council. British Lion recently gave the required six months notice of intention to resign from BFPA. Major producer members are concerned over the possibility of others following British Lion's lead.

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Exhibitors in South Hit Tax Fight Delays

Say They Are Being 'Taxed Out of Business'

"Grass roots" exhibitors, particularly in the South, are agitating with increasing frequency for early industry action designed to win a reduction in or repeal of the 20 per cent Federal admission tax, it was reported yesterday at Theatre Owners of America headquarters here.

Theatre operators in many parts of the South have indicated that their impatience with the tax fight delay is reaching the breaking point, it was said. Their cry: "We're being taxed out of business."

TOA headquarters, which described itself as eager "to get going" with the broad anti-tax campaign the organization is committed to, said it is waiting word from the Council of Motion Picture Organizations on the recommendations which were due to be made by the COMPO committee on taxation, headed by Robert J.

(*Continued on page 7*)

'U' Board to Mull Merger Tomorrow

Additional information on the proposed merger of Decca Records and Universal Pictures will be relayed to tomorrow's scheduled meeting of Universal's board of directors, it was learned here yesterday.

The information was secured by the three-man directors' committee, in response to queries by directors concerning certain facets of the proposed merger, according to reports. In relaying portions of tomorrow's board agenda, it was emphasized that no

(*Continued on page 7*)

Snaper, Niles, Cole Talk at ARMIT Meet

COLORADO SPRINGS, May 6.—About 40 theatre owners were at the opening session of the convention of Allied Rocky Mountain Independent Theatres, with Neal Beezley, president, in the chair. The meeting was limited to talks by various national Allied board members and a few questions, along with a discussion.

Charles Niles, treasurer, told of pepping up the "Caravan" so it will

(*Continued on page 7*)

Drive-in Operators Set Nationwide 24-Sheet Bill-Posting Campaign

Kansas City, May 6.—Twenty-four sheet posters urging motorists to "Attend a Drive-in Movie Tonight" will dot the highways of 36 states starting May 15, reports Jack Braunagel, head of Commonwealth Drive-in Theatres and chairman of the Theatre Owners of America drive-in committee.

Braunagel started the campaign last year when 500 posters dotted the nation's highways. He had a new poster made up this year.

"If every drive-in theatre would post one or two posters in its area," stated Braunagel, "it would give outdoor theatres one of the biggest posting campaigns in the nation today."

Braunagel also stated that all window cards printed have been distributed to the drive-ins, but as many 24 sheets as are ordered will be printed.

Kansas City drive-in theatres will post 30 of the "Let's Go To A Drive-In Movie Tonight" 24 sheets in the area for two months starting May 15.

Arbitration Rules Unit to Meet Here Next Tuesday

Next Tuesday and Wednesday have been set by Herman M. Levy, chairman of the Committee on Rules of the Industry Arbitration Conference, for a meeting of the committee at the Theatre Owners of America headquarters here.

In addition to Levy, who is TOA general counsel, the following company and organization attorneys are members of the committee: Adolph Schimel, Universal; Austin Keough, Paramount; Irving Moross, Columbia; L. S. Hamm, Western Theatre Owners; Abram F. Myers, Allied States; Milton C. Weisman, Independent Theatre Owners Association of New York; Mitchell Klupt, Metropolitan Motion Picture Theatres Association; Theodore Black, Republic, and Robert W. Perkins, Warner Brothers.

The group, whose task is to "put on paper" what was agreed upon at the April 22-25 arbitration conference here, probably will meet day and night at next week's sessions in order to draft a document for the approval of the conference when it reconvenes in New York on May 26, according to Levy.

"The task of finalizing the arbitra-

(*Continued on page 7*)

Para. Coast Meet Opens with Review Of 1952-53 Lineup

HOLLYWOOD, May 6.—Distribution executives at the initial session of Paramount's week-long distribution - production conferences here yesterday were informed by Don Hartman, head of production, that studio plans for the balance of this year and for 1953 are "for the strongest box - office attractions the company has ever delivered."



Don Hartman

Hartman declared that the signifi-

(*Continued on page 7*)

UA to Handle UCB Films in Brazil

United Artists has concluded a long-term deal with Uniao Cinematografica Brasileira, said to be the largest film company in Brazil, whereby U.A. will take over the physical distribution of all of UCB's features, shorts and newsreels, and service them through

(*Continued on page 7*)

Eastern MGM Group To Coast Today

M-G-M's special plane taking the Eastern group of theatre owners and trade paper representatives to the "Seeing Is Believing" meet at the company's Coast studios, will leave from La Guardia airport this afternoon.

Many theatre owners throughout the

(*Continued on page 7*)

May Finance Arbitration by Extra Shows

Midnight Shows Would Pay Local Level Costs

Financing of arbitration on the local exchange level with revenue from special midnight shows has emerged as the plan most likely to be adopted by exhibitors and distributors at the second industry conference on arbitration which will get underway at the Hotel Astor here on May 26, it was learned yesterday.

As previously reported, the subcommittee on financing which was set up at the April 22-25 conference has before it a proposal that the national administrative committee for the projected new industry arbitration system be financed through rentals received for short subjects which would be produced with that purpose in mind.

While expenses of the national arbitration committee are estimated at upwards of $25,000 annually for officers, clerical help, etc., costs of maintaining regional arbitration committees

(*Continued on page 7*)

Throws Out Bid for Towne Construction

CHICAGO, May 6.—Federal Judge Barnes dealt the defendants in the Milwaukee Towne Theatre case a setback on two counts today, assessing them $32,875 attorney fees to be paid to the Towne attorney, Thomas C. McConnell, for the period of the appeal in addition to the fee of $75,000 originally awarded to him by the Appellate Court, and throwing out their cross-complaint for construction of the Towne decree with a statement that there are several different ways of distributing pictures in Milwaukee without violating the decree and that he did not think forcing the Towne into competitive bidding was one of the ways.

Seek Color for RCA Theatre TV

An experimental program to convert present RCA black-and-white theatre television equipment to color TV is currently underway, David Sarnoff, RCA board chairman, disclosed here yesterday at the annual meeting of stockholders.

Personal Mention

STEVE BROIDY, president of Monogram-Allied Artists, is due here on Monday from Hollywood.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will be in Toronto today and will return to New York at the end of the week.

•

BLANCHE F. LIVINGSTON of RKO Theatres publicity department, will fly to Europe from here Friday for a three-week vacation.

•

MARGARET ETTINGER, who heads the industry public relations firm bearing her name, will arrive here today from Hollywood for a two-month stay.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, left here last night for New Haven.

•

JAMES VELDE, United Artists Western sales manager, left here yesterday for St. Louis.

•

CHARLES M. AMORY, Souvaine Selective Pictures sales vice-president, is in London from New York.

•

PETER CUSICK, producer, left here yesterday for Europe with his wife aboard the *S. S. Liberte.*

David Bursten Joins U.A. Legal Staff

David Bursten, former secretary and general counsel of the Selznick Releasing Organization, has joined the legal staff of United Artists, it was announced here yesterday by Seymour Peyser, vice-president and general counsel of UA.

Bursten, who headed the Selznick legal department for three years, returns to the industry after an absence of a year, during which he served as assistant treasurer of the Paragon Oil Corp. A counsel for the Securities and Exchange Commission from 1942 to 1947, Bursten entered the film industry when he joined the law firm of Jaffe and McNulty, which represented Monogram Pictures. He later became associated with Paine, Kramer and Marx, concerned primarily with the legal affairs of Selznick interests in the East. He resigned to become the Selznick legal chief in April, 1948.

Bergman Continues His COMPO Tour

MT. GILEAD, Ohio, May 6.—Continuing his speaking tour which will see him make 22 addresses in 12 days on behalf of the Council of Motion Picture Organizations, Maurice A. Bergman, Universal's director of public relations, will speak to the Kiwanis Club at a luncheon here tomorrow and the Grange in Mt. Vernon, Ohio, at a meeting there tomorrow night.

Bernard P. Dobbins, manager of the Capitol theatre in Mt. Gilead, set the Kiwanis talk and Guy Hevis, group manager of Schine Theatres, set the Mt. Vernon-Grange speech.

Sen. Mundt Lauds 'Pro-Americanism' of 'My Son, John,' 'Walk East on Beacon'

Washington, May 6.—Senator Mundt, South Dakota Republican, today warmly praised the motion picture industry for "two new and intensely patriotic pictures"—Paramount's "My Son John" and Columbia's "Walk East on Beacon."

"It is devoutedly to be desired," he told the Senate, "that they will be followed by many more of similar nature."

Mundt, a key figure in the Congressional investigations of the Alger Hiss case, was one of a small number of legislators who saw the film at Motion Picture Association's Academia Theatre here last week. He took the Senate floor to praise the film for "faithfully and feelingly depicting the evil poisons of Godless Communism." He described the film at various times as "undoubtedly the greatest, most stirring, pro-American picture of the past decade," "magnificent entertainment and a dramatic production of hearty patriotic motive," and "a picture which has stirred America more than any film since 'Birth of a Nation'."

Patriotic organizations, churches, parent teacher groups and similar organizations, should bring the picture to the attention of their communities, the Senator urged. "It should be seen by every American who has eagerly been waiting for Hollywood to produce a stirring and memorable drama portraying patriotic overtones."

"Walk East on Beacon," Mundt, said, is another "gripping and compelling picture on the same theme, demonstrating dramatically how America's great FBI is operating to penetrate and punish the Communist spy apparatus in America."

CALLS COMPO TOURS A 'MUST' EDUCATION FOR PRODUCERS

A Hollywood producer who believes others in his station are "out of their minds and shouldn't be producers" if they don't participate personally in the Council of Motion Picture Organizations' city-by-city personality tours, yesterday cited the value of the tours in a New York interview.

He is Robert Welch, producer of Paramount's "Son of Paleface," who, in company with actors Pat O'Brien, Sally Forrest, Vera-Ellen and others, just completed 69 appearances during an eight-day COMPO tour of Upstate New York and New England cities.

"It was the greatest education I ever got," Welch declared. He referred to what he learned from rank-and-file film-goers through the questions they put to him about Hollywood, about the stars' mode of life, about "Communism in Hollywood," and about picture-making in general.

Want No Social Significance

He said he found that film-goers in the cities and towns covered by the troupe are disdainful of pictures with "social significance" and films that "preach." What they do want in films, Welch said, is "fun."

Time and time again, he said, he and O'Brien were compelled to correct questioners' impressions that Hollywood is replete with Communists. Apparently, he observed, people Upstate "suspect everybody except themselves." He found that the troupe was received best when its members "were plain and down-to-earth" in speaking to the civic groups, clubs, hospital inmates and children confined to homes for the blind.

Welch said he learned that "we of Hollywood are more sinned against than sinners." He said he found out too that producers and writers who do not go out and look for film material in the world about them "instead of thinking up plots in smoke-filled rooms" are remiss in their jobs. Welch spent part of yesterday looking over New York for possible locations for shooting his forthcoming "Six-and-Seven-Eighths Park Avenue." Also on his list of up-coming productions is "Sing You Sinners."

On the subject of television's competition, Welch had this to say: "Apparently the TV-viewers go for all the wild stuff—cowboys and Indians and laughs—so let's give them that sort of entertainment in theatres. If we succeed—okay. If we don't, then we'll have to find a new answer."

Crown to France for SIMPP on Pact Talks

Alfred W. Crown, vice-president of Samuel Goldwyn Productions, departed last night by plane for Paris and Cannes, France, as the representative of the Society of Independent Motion Picture Producers in connection with the forthcoming film pact negotiations between the governments of the United States and France.

The conference will concern itself with the importation of American films into France and the conversion of French earnings by American companies. Crown is expected to return to the U. S. later this month.

WB Declares Dividend

At a special meeting of the board of directors of Warner Brothers Pictures, held here yesterday, a dividend of 25 cents per share was declared, payable on July 5, to the holders of common stock of record on June 6.

Newsreel Parade

THERE IS PLENTY of action and interest in current newsreel issues. Some of the subjects include a Truman-conducted tour of the rehabilitated White House, Tokyo Reds rioting, the Wasp-Hobson rescue, Ike's farewell to his "G.I.'s," the Kentucky Derby, and the usual quota of items on sports and assorted matters.

MOVIETONE NEWS, No. 38—Truman tour of the White House. Tokyo Reds riot. Wasp-Hobson rescue. Ike bids farewell to his "G.I.'s." Apple blossom queen. Kentucky Derby.

NEWS OF THE DAY, No. 272—Jap Reds battle police. 61 saved from sea. Carrier crew aids children. The American Mother of 1952. Ike's goodbye to "G.I.'s" in Germany. Kentucky Derby.

PARAMOUNT NEWS, No. 75—Reds riot in Tokyo. Chinese woman is American Mother of 1952. British soccer cup final. 78th Kentucky Derby.

TELENEWS DIGEST, No. 19-A—White House steel negotiations collapse. Ike sees Chancellor Adenauer. Japan's first week of independence.

UNIVERSAL NEWS, No. 558—Naval disaster. May Day. News in brief: U.S.S. Antietam. Hill Gail wins Kentucky Derby.

WARNER PATHE NEWS, No. 77—Tokyo Reds riot. Tragic Navy collision. Truman shows the White House.

RKO Theatres 1st Quarter Profit Dips

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for the first quarter of 1952 was $137,867, after taxes and all other charges, compared to $441,941 for the same period in 1951, the company disclosed here yesterday.

For the 13 weeks ending March 29, 1952, $7,264 was realized as a net profit on the sale of capital assets, compared to a $370,703 net profit in the same category in the 1951 quarter.

Profit from operations for the first quarter of this year was $806,060, compared to $1,093,000 for the same period last year. Dividends and other income for the first 13 weeks of 1952 were listed at $56,693, compared to $106,476 in the same quarter last year.

Vern Skorey Will Assist Moe Levy

Vern Skorey has been named assistant to Moe Levy, Midwest division manager for 20th Century-Fox, by director of distribution Al Lichtman.

Replacing Saul Malisow, new Minneapolis branch manager, Skorey was formerly a 20th-Fox salesman in Minneapolis.

S. Rechetnik's Father

Benjamin Rechetnik, 67, father of Sidney Rechetnik of Warner Brothers home office publicity department, died yesterday at his home in Brooklyn. Funeral services will be held today at the Westminster Chapel, Brooklyn. Burial will be at Mt. Lebanon Cemetery.

Also surviving are the widow, Martha, another son, Joseph, and a daughter, Mrs. Sarah Ellenbogen.

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"Seeing Is Believing!"

The eyes of
the industry
are on the
M-G-M Studios.
The visiting
exhibitors
are seeing
"Scaramouche"
"Ivanhoe"
'Pat and Mike"
'The Merry Widow"
'Lovely To Look At"
'Because You're Mine."
When they
return home
we predict
that on every
Film Row
you will hear:

MAKE MINE METRO!

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS
of

"DESERT PASSAGE"

ALBANY
Fox Scr. Rm. Tues. 5/13 2:00 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Tues. 5/13 10:30 A.M.
195 Luckie St. N.W.

BOSTON
RKO Scr. Rm. Wed. 5/14 2:30 P.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl St. Wed. 5/14 3:30 P.M.

CHARLOTTE
Fox Scr. Rm. Tues. 5/13 2:00 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Tues. 5/13 11:00 A.M.
1300 S. Wabash Ave.

DALLAS
Rep. Scr. Rm. Tues. 5/13 2:30 P.M.
412 S. Harwood St.

DENVER
Para. Scr. Rm. Tues. 5/13 2:00 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Tues. 5/13 10:30 A.M.
1300 High St.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Ave. Tues. 5/13 2:30 P.M.

INDIANAPOLIS
Univ. Scr. Rm. Tues. 5/13 1:00 P.M.
517 N. Illinois St.

KANSAS CITY
Para. Scr. Rm. Tues. 5/13 10:30 A.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Tues. 5/13 10:30 A.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Tues. 5/13 2:30 P.M.
151 Vance Ave.

MILWAUKEE
Warner Screen
Room Tues. 5/13 10:30 A.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Scr. Rm. Tues. 5/13 1:30 P.M.
1015 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Wed. 5/14 3:30 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Wed. 5/14 10:30 A.M.
200 S. Liberty St.

NEW YORK
RKO Scr. Rm. Tues. 5/13 11:00 A.M.
630 Ninth Ave.

OKLAHOMA
Fox Scr. Rm. Tues. 5/13 10:30 A.M.
10 N. Lee St.

OMAHA
Fox Scr. Rm. Tues. 5/13 10:30 A.M.
1502 Davenport St.

PHILADELPHIA
RKO Scr. Rm. Tues. 5/13 2:30 P.M.
250 N. 13th St.

PITTSBURGH
RKO Scr. Rm. Tues. 5/13 1:30 P.M.
1809-13 Blvd. of Allies

PORTLAND
Star Scr. Rm. Tues. 5/13 2:30 P.M.
925 N.W. 19th Ave.

ST. LOUIS
RKO Scr. Rm. Tues. 5/13 11:00 A.M.
3143 Olive St.

SALT LAKE CITY
Fox Scr. Rm. Tues. 5/13 1:30 P.M.
216 E. 1st. St. So.

SAN FRANCISCO
Fox Scr. Rm. Tues. 5/13 10:30 A.M.
245 Hyde St.

SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Tues. 5/13 1:00 P.M.

SIOUX FALLS
Hollyw'd Thea. Tues. 5/13 9:30 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Scr. Rm. Tues. 5/13 10:30 A.M.
932 New Jersey Ave.

Reviews

"No Room for the Groom"

(*Universal*)

VERY marketable material, indeed. Quite enjoyable, too.

Is there a showman who ever to himself has said that he cannot sell Tony Curtis, and Piper Laurie, and Spring Byington?

That's your pitch.

"No Room for the Groom" means that there was no room for the "GI" groom who came home for a two weeks' furlough and found that the families of 11—count 'em—of his wife's cousins had moved in. The complications which ensue to interrupt the furlough of the newly-wedded "GI" Tony and the vivacious Piper Laurie, are abundantly human. We very respectfully give high tribute to Miss Byington, the mother-in-law, who wangled the 11 cousins' families into Tony's house, all the while leaving Tony and Piper without opportunity to continue their honeymoon. This situation brought sympathetic reaction from a preview audience, the members of which appeared to be fully aware of the inconveniences resulting from crowded bathrooms, bedrooms, kitchens, dining rooms, etc.

Strongly in support in the cast is Don DeFore, a very convincing suitor of Miss Laurie, but very unconvincing to Miss Laurie's amour, Tony. Others are Jack Kelly, Lee Aaker, Lillian Bronson, Stephen Chase, Paul McVey, Lynn Hunter, Fess Parker, Frank Sully, Helen Noyes, Elsie Baker, Fred J. Miller, James Parnell, Lee Turnbull, Janet Clark, Delores Mann and Alice Rickey.

Ted Richmond produced. Douglas Sirk directed. Both had fast comedy action in mind. They succeeded. Joseph Hoffman's screenplay provided the material, from Darwin L. Teilhet's story, "My True Love."

Running time, 82 minutes. General audience classification. For May release.

JAMES CUNNINGHAM

"The Fighter"

(*Gottlieb-United Artists*)

OUT OF A THROBBING Jack London story of oppression and uprising in Mexico during the days of such revolutionaries as Pancho Villa and Zapata, producer Alex Gottlieb has fashioned a brisk and colorful drama that is far superior to its modest budget. It unites good acting to substantial story material and as such should leave the customers well satisfied.

Against a panorama of revolution and violence in Mexico the picture traces the rise of a young man in the prize ring. Richard Conte plays the dedicated soul who contributes his painfully-won pugilistic earnings to the cause of liberation, while Lee J. Cobb provides an artful, rough-edged portrait of the rebel leader Durango. The feminine touch in the popular screenplay by Aben Kandel and Herbert Kline is contributed by Vanessa Brown. As an American girl working on a newspaper for the liberation of Mexico, her path crosses Conte's and they fall in love. At first she suspects him of being a spy, but following him one day she learns that his financial contributions to the newspaper come from his prize fight efforts. In retrospect she learns from Conte how his peaceful existence as a Mexican fisherman was shattered one day when military men came to his town and plundered and destroyed it while looking for an escaped rebel.

In a series of carefully balanced sequences the story shifts from Conte's career as a prizefighter to that of a rebel. A dramatic chapter involves the rescue from prison of Cobb. The need of $5,000 to buy rifles leads to the picture's explosive climax. Conte goads the reigning champion into a winner-take-all bout, and after absorbing a terrific amount of punishment, Conte manages to land a knockout blow.

Producer Gottlieb wisely sent a crew down to Mexico for location shots and thus the picture has a refreshing visual quality. Kline directed. The film was based on the London story "The Fighter."

Running time, 78 minutes. General audience classification. Release date, May 25.

MANDEL HERBSTMAN

New SWG Petition For RKO Arbiter

HOLLYWOOD, May 6. — The Screen Writers Guild filed a petition with the District Court of Appeals here asking the court to appoint an arbiter to represent RKO Pictures in arbitration of the SWG-RKO dispute arising from the Paul Jarrico-RKO controversy over screen credit for "The Las Vegas Story." The petition is tantamount to an appeal from the recent ruling by Superior Court Judge Roy L. Herndon, who declined to appoint an arbiter on the ground that SWG's interests were not at stake in the matter.

SPG Board Meet Tonight

HOLLYWOOD, May 6.—Screen Producers Guild will elect seven board members and the new board will elect an entire slate of officers, at the second annual membership meeting tomorrow night.

ABPC Pension Plan For Projectionists

LONDON, May 6.—A non-contributory pension plan affecting all of the circuit's chief projectionists is being put into effect by Associated British Pictures Corp., D. J. Goodlatte announced today.

Under the plan, which is unprecedented on this side, men at the age of 65 and women at age 60 become eligible for pensions up to £200 per year, dependent on length of service. ABPC has contracted to pay £20,000 into a trust fund annually for the next three years, which will form the nucleus of the pension fund. ABPC has 511 employes affected by the scheme.

Although not the main reason, the scheme undoubtedly will help to counteract a current disturbing drift of projectionists to better paid jobs in the armament industry. Other circuits here presumably will adopt similar plans in due course.

'Break Figures' in U.K. Contracts Are Up for Arbitration

By PETER BURNUP

LONDON, May 6.—Cinematograph Exhibitors Association has taken the Kinematograph Renters Society to arbitration on a matter of considerable concern to American distributors here; namely, the "break figures" in rental contracts.

When the Eady Plan was introduced, exhibitors agreed not to seek to recover any part of the seat-levy they were called upon to pay by a reduction in film-rentals. In the deal then made, distributors on their part undertook not to make any increase in rentals. Exhibitors claim that, in keeping "break figures" static, distributors were in fact doing just that. Exhibitors had been compelled to put up their prices and so in consequence they were paying bigger percentages. They urge that increases in the tax-scale—particularly that imposed last August—have altered the whole basis of the "break-figure" formula.

Matter of Principle

The dispute now emerges, however, as a matter of high principle; that is to say, are "break-figures" a matter for individual negotiation between renter and exhibitor or must they be assessed by KRS itself? Exhibitors have pressed the point at successive meetings of the joint CEA-KRS committee. At the last of those meetings the question was specifically asked: "Could a member of KRS alter an exhibitor's 'break-figures' without consultation with any other body?" The answer was given equally specifically: "Yes. But he would not. The Society has the right to 'advise' its members in any way they wish to be advised."

A short meeting was held last night in an endeavor to find a way out. KRS held to its point that it is entitled to "advise" its members and that such "advice" is binding on its members. CEA's representatives then announced that they would demand outside arbitration of their claim that KRS' policy of "advice" becoming mandatory is an unwarrantable if not illegal interference with individual trading rights.

KRS throughout has said that it is prepared, as a Society, to consider the "break-figures" of any exhibitor who feels his rentals are inequitable and produces his books in support of the claim. But that is not good enough for CEA. Theatremen feel they have a good battleground in demanding individual negotiation.

Williams Leaving MOT for A Major

Phil Williams, theatrical sales manager for March of Time, has resigned, it is understood, and will soon announce his association with a major company in an executive distribution position. He started in the film industry with March of Time in 1937 and was successively assistant director of advertising-publicity and director of the same department, assuming the sales post in 1950. For three years he held a sales position with *Fortune Magazine*, another affiliate of Time, Inc.

Williams could not be reached yesterday for comment.



JERRY WALD & NORMAN KRASNA
PRESENT

BARBARA STANWYCK · PAUL DOUGLAS

ROBERT RYAN · MARILYN MONROE

CLASH BY NIGHT

with
J. CARROL NAISH · KEITH ANDES · Produced by HARRIET PARSONS · Directed by FRITZ LANG · Screenplay by ALFRED HAYES
BASED ON THE PLAY BY CLIFFORD ODETS

Distributed by
RKO RADIO PICTURES

TRADE SHOWINGS

ALBANY
Fox Screening Room
1052 Broadway
Wed. 5/14 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St. N.W.
Wed. 5/14 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Wed. 5/14 2:30 P.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl Street
Wed. 5/14 2:00 P.M.

CHARLOTTE
Fox Screening Room
308 S. Church St.
Wed. 5/14 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Wed. 5/14 2:00 P.M.

DALLAS
Republic Screen. Room
412 S. Harwood St.
Wed. 5/14 2:30 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout Street
Wed. 5/14 3:30 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Wed. 5/14 1:30 P.M.

DETROIT
Blumenthal's Scr. Rm.
2310 Cass Avenue
Wed. 5/14 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm.
517 N. Illinois Street
Wed. 5/14 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wyandotte St.
Wed. 5/14 2:30 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Wed. 5/14 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Wed. 5/14 12:15 Noon

MILWAUKEE
Warner Screen. Room
212 W. Wisconsin Ave.
Wed. 5/14 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Avenue
Wed. 5/14 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting Street
Wed. 5/14 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Wed. 5/14 2:30 P.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Wed. 5/14 2:30 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee Street
Wed. 5/14 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport Street
Wed. 5/14 10:30 A.M.

PHILADELPHIA
RKO Screening Room
250 N. 13th Street
Wed. 5/14 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Wed. 5/14 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Avenue
Wed. 5/14 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Wed. 5/14 1:30 P.M.

SALT LAKE CITY
Fox Screening Room
216 East 1st St. South
Wed. 5/14 1:30 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Wed. 5/14 2:00 P.M.

SEATTLE
Jewel Box Scr. Room
2318 Second Avenue
Wed. 5/14 1:00 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Philips Avenue
Wed. 5/14 9:30 A.M.

WASHINGTON
Film Center Scr. Room
932 New Jersey Ave.
Wed. 5/14 2:00 P.M.

Six Exhibitors to Testify for FCC Against Paramount

WASHINGTON, May 6. — Federal Communications Commission attorneys announced today that they will put six independent theatre owners on the stand who will tell the FCC Paramount hearing how they were affected by Paramount's theatre activities.

In addition, FCC counsel said Dr. Adolph Rosenthal, inventor of the Skiatron dark trace tube and former Scophony Corp. of America associate, will follow Skiatron president Arthur Levey to the stand.

The six exhibitors are: Mrs. J. M. Anderson, Boone, Ia.; Carl Knudsen, Seward, Neb.; Fred F. Curdts, Greenville, S. C.; Charles Walder, Miami; Arthur F. Saas, Chicago; and Sam C. Myers, Chicago, who was identified as a brother-in-law of Barney Balaban, Paramount Pictures president. FCC counsel said they may put additional witnesses on when these have completed their testimony.

Continued Testimony

Levey, who continued his testimony today, described his activities after coming to this country in 1939 as the representative of Scophony, Ltd., and outlined the negotiations with Paramount Television Productions and General Precision Equipment Corp., which culminated in the formation of SCA. He brought with him diaries he kept during the period, to which he referred repeatedly.

Three Trailers to Promote 'Nellie'

"As a direct result of exhibitor requests for more than one trailer per picture and those which spotlight top Hollywood celebrities, 20th Century-Fox is making available three different star-type Technicolor trailers in varying lengths for 'Wait 'til the Sun Shines, Nellie,' with narrations supplied by George Jessel, Susan Hayward, and Gregory Peck," it was announced here yesterday by the company.

"Tailored to meet the needs of both first-run and subsequent-run theatres in both urban and 'grass roots' situations, the trailers, varying in length and selling approach, afford long-range campaigns for the July release," said 20th.

only $626* for a
10-DAY HAWAIIAN VACATION!
Includes Mainliner transportation, hotel accommodations and sightseeing.
That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder.
* From New York
UNITED AIR LINES
(Fares plus tax.)

Television--Radio

Comment and Opinion

COINCIDENT with a report that production of radio and TV receivers during the first quarter of 1952 was down 40 per cent from the same period in 1951, Hugh M. Beville, Jr., director of Plans and Research for NBC, comes up with statistics to show that three out of every five families within range of TV in the U. S. now have receivers. NBC estimates TV set installations stood at 16,939,000 as of April 1, and by now have paseed the 17,000,000 mark.

☆ ☆ ☆

Quite a few of the important programs plan to stay on the air over the summer, but there is the usual re-scheduling with hot-weather replacements coming in. There'll be some new shows up for inspection this summer and some old favorites will return.

In the past, networks and agencies failed to appreciate the opportunities offered them by the summer months. If, as is argued, economic considerations do not permit experimentation along extensive lines during the regular season, there is no reason why television should not explore new forms of presentation during the hot days ahead. There is plenty of room for new and fresh ideas and little doubt that the audience is ready to accept them.

☆ ☆ ☆

If proof is needed that an educational show can serve both its own purpose and can be entertaining too, NBC-TV's "Zoo Parade" is an excellent case-in-point. The program, which must have tremendous appeal for children with its many close-ups of animals, also has a very definite potential for the adult audience. The cameras never just stray aimlessly through the Lincoln Park Zoo in Chicago, where the show originates. There is always some kind of story thread. Last Sunday, Merlin Perkins, director of the Zoo, introduced viewers to the animals on the seals of the 48 states and gave the reasons for their being there. Perkins has a pleasant, informal manner and while being informative, he never talks down to his audience.

☆ ☆ ☆

On a different level, but with equal skill, CBS-TV's "What in the World?," just honored with a Peabody Award, also does an outstanding job of combining education with viewer enjoyment. Producer Robert A. Forrest has hit on a very stimulating format for the show which originates with WCAU-TV in Philadelphia and is put on in cooperation with the University of Pennsylvania. Historic art and other objects are presented to the panel of experts who must guess their origin. The show could use a touch of humor here and there.

The same is true, too, of the "Johns Hopkins Science Review" over the DuMont network. It is a very thorough and learned program but has a tendency to take on a lecturing quality.

☆ ☆ ☆

It is the good fortune of the TV audience that the "Robert Montgomery Presents" dramatic offerings will continue on NBC-TV over the summer, for they rate among the very finest of their kind on the air. Robert Montgomery, versatile star of motion pictures, is the executive producer of both the Lucky Strike Theatre and Johnson's Wax Program, and under his skilled and firm hand the shows take on quality and a full and satisfying measure of entertainment value. His selection of stories shows a great deal of taste and a distinctive flair for trying the new and different. The performances he and his directors—Norman Felton and Vincent Donehue—get out of the actors are invariably first-rate. Somehow Montgomery also finds time to do a five-nights-a-week news commentary over NBC-Radio. Noted as a screen actor-director-producer, he went on active duty with the Navy in 1941 and saw action all over the world. To Montgomery goes the distinction of having been the first film personality to devote himself completely to TV. The results are a tribute to Hollywood.



Robert Montgomery

☆ ☆ ☆

There is great satisfaction in the Peabody Awards to Ed Murrow and "See It Now" and the "Celanese Theatre." Both shows are real pioneers in their fields and deserve to be honored as such. . . . With so many young men and women anxious to break into television, "Opportunities in Television," written by Jo Ranson and Richard Pack, should come as a handy and valuable guide. . . . Lucille Ball did an outstanding bit of comedy routine with Ed Wynn on the NBC-TV "All-Star Revue" last Saturday.

FRED HIFT

Eugene Must Return $100,000 in Taxes

Eugene, Ore., May 6.—The city of Eugene, as a result of the recent court decision to void further collections of the city's three per cent admission tax, will not only have to stop the collections, but also return the money obtained from the tax during the past three years. This will amount to $100,000. The suit was brought by the Eugene Theatre Co. and Western Amusement Co.

Fabian Summer B.O. Drive Is Detailed

Details of Fabian Theatres' summer box-office drive, featuring a profit-sharing contest for managers, were outlined here yesterday at a meeting of the circuit's managers, held at the Hotel Astor.

There will be $1,500 in over-all prizes and in some situations, those which are supervised by city managers, the prize money will be one-third greater. The period will cover June through August. The company disclosed that managers will be given a sizable percentage increase in salary equal to the percentage increase in gross for the period.

The luncheon was addressed by Al Lichtman, 20th Century-Fox distribution director; Barret McCormick, RKO Pictures advertising director, and Max Youngstein, United Artists vice-president.

Speakers outlined forthcoming product and selling techniques. In addition, Youngstein announced that UA will award $500 for the best theatre campaign on a UA picture.

The morning session was addressed by Si Fabian, Sam Rosen, Lou Golding and Edgar Goth. Other speakers addressing the one-day meet, attended by 75 managers, were Bernie Brooks, Phil Harling, Nat Lapkin, Ed Fabian, Mary Becker and Joseph Eagen.

Seeks Stars for Royal Performance

Harry Woolf, sales manager of George Humphries & Co., Ltd., London, who arrived here from England by plane on Monday, left for Hollywood yesterday where he will endeavor to line up talent for Britain's annual Royal film performance, to be held this year at Loew's Empire, London, on Oct. 27.

Woolf is a member of the Benevolent Fund's committee in charge of arrangements for the performance, traditionally attended by the British monarch.

This year, selection of the Royal Performance film will be by a viewing committee consisting of three members nominated by the British Film Producers Association; three by the Motion Picture Association of America, and three exhibitors nominated by the Cinematograph Exhibitors Association. Films submitted must be available by Sept. 6 and viewings will begin Sept. 8.

Exhibition of a film at a Continental festival will not disqualify a film.

'U' Board

(*Continued from page* 1)

merger program has been developed yet.

Sources close to the situation felt that the merger plan, if at all agreed upon, would probably not be ready for the July 8 annual meeting of Universal stockholders. It was pointed out, however, that a special stockholders meeting could be called subsequently to pass on any merger plan.

It was additionally learned that a number of directors feel that the board should pass on the principle of a merger before further steps and studies are taken in that direction. In this respect, the trip of Milton R. Rackmil, Decca president, to London to meet with J. Arthur Rank takes on added significance.

It is understood that Rackmil, the current principal Universal stockholder, may attempt to revive efforts to purchase Rank's 134,375 shares of Universal stock.

As to Decca representation on the Universal board, the majority of board members are not opposed to giving Decca board representation in accordance with its interests in the company, according to reports. It was learned that the question of Decca representation was taken up at previous board meetings, but a decision was held in abeyance until a better picture could be procured of the future relationship of both companies.

Among the various forms the proposed merger could take, the most feasible is believed to be the purchase of assets of one company by another, it was reported.

Tax Fight Delays

(*Continued from page* 1)

O'Donnell and Col. H. A. Cole, both of Texas.

Shortly after the TOA board at its last meeting voted to put the exhibitor organization in an all-out fight against Federal, state and local taxes, TOA's representatives on the COMPO executive committee last February pledged to COMPO their organization's support of any fight on taxes the industry agency would plan. The O'Donnell-Cole committee was set up by the COMPO executive committee meeting to study the advisability of an anti-tax campaign at this time. TOA said then that it would wait for the committee's report before acting itself.

Queried yesterday about possible plans for a meeting of the O'Donnell-Cole committee, COMPO headquarters said it would be in telephonic communication today with O'Donnell in Dallas, and expected that plans for a committee meeting would be discussed.

MGM Coast Meet

(*Continued from page* 1)

country invited to attend the three-day screenings and sessions, beginning tomorrow, have been heading West since Sunday.

The Eastern group is due to arrive in Hollywood late tonight, where, like other M-G-M guests, they will be headquartered at the Los Angeles Ambassador Hotel.

From Charlotte, several Southern exhibitors are leaving by private plane. Another group of exhibitors left from Las Vegas, Nevada, where they had been attending the annual Variety Club convention.

'U' Sales Meet in Chicago May 14-16

Universal will hold a series of sales and promotion meetings of its home office, district and promotion executives at the Hoted Blackstone in Chicago, May 14-16, to map plans on product to be released during the summer.

The meeting will follow the conclusion of the "Nate Blumberg 40th Anniversary Sales Drive." Plans for the second half of the anniversary year will be finalized at the meetings.

Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager, will head the group attending. Others will include Ray E. Moon, assistant domestic sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern; James J. Jordan, circuit sales manager, and Irving Sochin, assistant to Feldman.

District sales managers attending will be John J. Scully, P. F. Rosian, M. M. Gottlieb, Barney Rose, James V. Frew, Henry H. Martin and David A. Levy.

David A. Lipton, vice-president in charge of advertising-publicity, will head the group of promotion executives who will include Charles Simonelli, manager of the Eastern advertising-publicity department; Philip Gerard, Eastern publicity manager, and Jeff Livingston, Eastern advertising manager.

Arbitration Rules

(*Continued from page* 1)

tion plan is a difficult one," Levy said here yesterday, "and will be approached by the attorneys with the same spirit of cooperation that guided and impelled the members of the conference. I feel confident that the committee will agree on all of the mechanics of operation of the subject matters to be included in the plan."

Levy pointed out that the May 26 conference will be free to amend the committee document in any way it sees fit, within the limits of legality. Scheduled for inclusion in it as a result of the next full conference is provision for financing on national and local levels of the arbitration system or plan that is finally adopted. The May 26 meeting is certain to give further consideration also to such remaining knotty problems as possible arbitration of film rentals.

The past meetings in New York agreed on national and local arbitration staffs, and to arbitrate clearances and runs, violations by distributors of existing contracts, and certain competitive bidding complaints. It was also agreed that arbitrators are to have the power to award damages.

Para. Holders to Meet on June 3

A slate of 14 Paramount directors was offered for reelection in management's proxy statement announcing the annual meeting of stockholders here on June 3.

The nominees include: Barney Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Fred Mohrhardt, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor.

Goldwyn, Skouras to Aid Denver Charity

Samuel Goldwyn and Spyros P. Skouras have been named honorary chairmen for the anniversary celebration of the National Jewish Hospital at Denver, a gratis inter-faith tuberculosis center. It will mark its 53rd year of service with a dinner on May 28 at the Waldorf-Astoria Hotel here.

ARMIT Meet

(*Continued from page* 1)

contain more and livelier information, be issued oftener and with more followup on grosses.

Wilbur Snaper, Allied president, declared national headquarters were working to good advantage on buying problems of members and were accomplishing results that would be impossible without Allied.

Talks on Compo

Col. A. H. Cole told of Council of Motion Picture Organizations' start and aims. He said the first attempt was likened to attempting to build the top storey of a 10-storey building first and couldn't be done, and that the plan now in operation statewide in Texas, whereby COMPO work was starting on Main Street and working up, was the answer. He stated that Texas COMPO was raising $30,000 annual budget and was getting results by working at grass roots with theatre men and public, and that it was up to each theatreman to make COMPO work in his situation and results farther up would come.

Round table discussion on various subjects closed the initial session.

Midnight Shows

(*Continued from page* 1)

are expected to be nominal. Nevertheless, expenses would be expected to arise from time to time for local setups, whereupon theatres would put on special midnight shows with the cooperation of distributors, rentals-wise, according to the plan which has been suggested and which is said to have a very good chance of being adopted.

Under the midnight shows proposal exhibitors would deduct overhead and other costs of performances before turning over revenue to local arbitration treasuries. Likewise, producers would be reimbursed for costs of the short subjects but all profits from rentals would go into the national administrative committee's treasury.

Deliberating Upstate Anti-Trust Action

BUFFALO, May 6.—A U. S. District Court jury has begun deliberating the $161,592 damage suit brought by Bordonaro Brothers Theatres, Inc., against RKO Pictures, Paramount Pictures and Warner Theatres. The plaintiff charges that the defendants conspired to withhold first-run films from its Palace Theatre in Olean, N. Y., between Sept. 15, 1946 and March 15, 1948. The alleged conspiracy, the plaintiff charges, occurred while the Bordonaros were prosecuting a successful damage suit against these and other defendants on similar charges.

Para. Meet

(*Continued from page* 1)

cant strides in quality production made at the studio during the past year, and which will be reflected in early releases, will be accelerated and consolidated during coming months.

Y. Frank Freeman, vice-president and studio head, opened the week's conferences at a session in his office with Barney Balaban, president, participating. The meetings are being conducted by A. W. Schwalberg, president of Paramount Film Distributing.

Greeting the distribution executives as "commanders on the firing line," Freeman stressed the inter-dependence of production and distribution, and spoke of the efforts of both to effect a closer-knit organization.

Information Pipeline

He declared: "You men in the field are a pipeline of information to us at the studio. We want you to take greater advantage of your opportunity to keep us advised on audience desires and trends which will guide the picture-makers in maintaining a high level of product. Under the leadership of Barney Balaban, we look to the future with courage and confidence."

Balaban declared that the studio today is in its strongest position from a picture-making standpoint than it has been in years, and that results of recent advances are already apparent in the completed pictures, auguring a bright future.

Hartman struck a keynote of the combined sessions when he declared, "We enthusiastically welcome the thoughts and ideas of the distribution department on future product, on stories planned, castings and the like."

Pictures screened today included "Caribbean Gold," Pine-Thomas production, with color by Technicolor, and George Pal's "War of the Worlds," Technicolor science-fiction film.

Forthcoming Paramount product will be analyzed and discussed by distribution and production executives jointly at tomorrow's meetings. Schwalberg, Freeman and Hartman will lead the discussions, with Jerry Pickman offering analyses of each picture from the merchandising point of view.

Today's sessions were highlighted by a round table discussion on advertising and exploitation plans for "Caribbean Gold" conducted by William Pine and William Thomas.

Schwalberg declared Paramount has established a new trade pattern with publicity and advertising departments on both Coasts in closer coordination than ever before.

UA to Handle

(*Continued from page* 1)

its own exchanges in Brazil, it was disclosed here yesterday by Arnold Picker, UA's foreign distribution vice-president.

Details of the agreement, which becomes effective July 1, were finalized in Rio de Janeiro last week by Picker and A. A. Ribeiro, president of UCB.

Picker returned here at the weekend from a seven-week tour of U.A.'s offices in Great Britain and Continental Europe.

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...and now we're coming to your house-to stay!



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Accurate Concise and Impartial

VOL. 71. NO. 90 NEW YORK, U.S.A., THURSDAY, MAY 8, 1952 TEN CENTS

Allied Willing To Moderate On Arbitration

Myers Sees Alternative To All-Inclusive Plan

COLORADO SPRINGS, May 7.—While Allied States Association will fight for an all-inclusive arbitration system, it might go along with the best that could be gotten and hope the plan is successful. Abram F. Myers, Allied general counsel, declared here today.

Myers addressed the closing session of the Allied Rocky Mountain convention here. He said the basic idea of the proposed industry arbitration plan was conciliation in advance of arbitration.

Allied's general counsel also said that one condition of reduced clearance awards in arbitration should be that a print must be made available at the proper time.

Another speaker, Abe Berenson, Allied national director, stressed the importance of theatres to the community, pointing out the role they play in

(Continued on page 12)

Reverses Decision In Long Park Suit

The New York Appellate Division has ruled that the release granted by Long Park Amusement Co. to RKO under its Sept. 28, 1950 agreement is a bona fide defense.

The ruling thus upset the decision of Judge Benedict Dineen, which had stricken out the release from the RKO answer.

Under the 1950 agreement Long Park and Walter Reade, Jr., acquired RKO's 250-share interest in jointly-owned New Jersey properties. RKO had declared dividends from the 250 shares of Class B stock to be in the amount of $42,500, but after signing the papers which would release RKO from further obligation, Long Park and Reade alleged the figure should have been in excess of $100,000.

Gamble Heads New TV Firm in Portland

PORTLAND, ORE., May 7.—Ted R. Gamble, Portland theatre executive, in a further extension of his varied holdings, now heads the new Northwest Television and Broadcasting Corp., which plans to apply for one of the TV channels allotted to Portland by the Federal Communications Commission.

Myers Tells of ASCAP Tax on Non-film Music

COLORADO SPRINGS, May 7.—ASCAP plans to tax theatres on the use of recorded intermission and other music not on film, call for annual payments of from $15 to about $48, according to Abram F. Myers, Allied States general counsel.

Addressing the Allied Rocky Mountain Independent Theatres convention here today, Myers said ASCAP was set to place the plan in effect within six months.

According to Myers, the planned charges would be $15 annually for theatres having less than 600 seats; $24 for theatres with between 600 and 1,200 seats; $36 for theatres with capacities of between 1,200 and 1,600 seats, and $48 for capacities of over 1,600.

Drive-ins would be charged $3 per month for 350 cars or less, $4 for 350 to 650 cars, and $5 for more than 650.

19 from Paramount In '53, 23 in '52

Hollywood, May 7.—Paramount Pictures' feature release schedule for 1953 calls for 19 productions, it was learned here yesterday. This represents four less than the 23 which the company has programmed for this year.

20th-Fox Denies TV New England Plans

An open letter by an exhibitor organization to Spyros P. Skouras, president of 20th Century-Fox, questioning him on a 20th-Fox New England subsidiary corporation, formed to enter the television field, brought a quick response yesterday from 20th-Fox explaining that the project had been given up months ago.

The letter to Skouras was sent by Norman Glassman, president of the Independent Exhibitors of New England. Glassman queried Skouras on

(Continued on page 9)

Action for Changes In U.K. Ticket Tax Pushed in Commons

By PETER BURNUP

LONDON, May 7.—The battle of the British industry for amusement tax revisions moved into Parliament today with Tom O'Brien, M.P., and head of the National Association of Theatrical and Kine Employees, presenting an amendment to the finance bill calling for revisions of the tax incidence proposed by the Cinematograph Exhibitors Association.

O'Brien urged the necessity

(Continued on page 12)

'Seeing Is Believing' Meet Opened by Reagan

HOLLYWOOD, May 7.—One hundred key theatre operators from Coast-to-Coast, said to represent in the neighborhood of 10,000 theatres, are here for the opening tomorrow of Metro-Goldwyn-Mayer's "Seeing-Is-Believing" product screenings and meetings. M-G-M general sales manager Charles M. Reagan will welcome the guests. All sessions will be held at the Culver City studio.



Charles M. Reagan

Following his address, Reagan will introduce Dore Schary, production vice-president and studio host and Howard Dietz, vice-president and director of advertising-publicity. Dietz will conduct a forum following each screening of six pictures. In addition to the theatremen, those attending will include M-G-M's six sales managers and trade paper editors, publishers and representatives from New York, Philadelphia, Kansas City and Hollywood.

After the talks, the visitors will be taken on a tour of the studios. Among production sets to be visited are those for "Plymouth Adventure," "Prisoner of Zenda," "Tribute to A Bad Man" and "Everything I Have Is Yours."

(Continued on page 12)

Paramount to Release 32 In 18 Months

Balaban Cites Company's 'Solid' Product Position

HOLLYWOOD, May 7.—Paramount today announced a program of 32 features for release in the 18 months from July, 1952, through December, 1953.



Barney Balaban

Presented as the highlight of today's session of the company's week-long sales and merchandising meeting here, the releasing program was described by Barney Balaban, Paramount president, as "an indication of Paramount's supreme faith in the future of the motion picture business."

Balaban told the gathering of sales,

(Continued on page 9)

Say Compo Tax Unit May Meet in June

Holding of a full-dress meeting in Dallas of the Council of Motion Picture Organizations committee on taxation either a day or two before or a day of two following the June 9-11 Texas COMPO public relations conference there was described here yesterday as a distinct possibility.

It was pointed out that with virtually every exhibition and distribution

(Continued on page 12)

Big Overseas Upturn With 'U' Drive End

Americo Aboaf, vice-president and general sales manager of Universal-International Films, reported yesterday that the 18-week "Nate Blumberg Drive" wound up last weekend with the biggest week ever recorded by the foreign division in the history of the company.

The record figures exceeded by 63 per cent the previous highest week.

U.A. Worker Benefits Due

United Artists, having had a profitable first year under the Arthur Krim-Robert Benjamin-Matthew Fox management group, now is preparing to provide its employes with a number of special benefits.

These benefits would include employee insurance policies covering life, health and hospitalization. If present plans materialize the free insurance policies will be issued within a few months.

When IATSE Motion Picture Home Office Employes Local No. H-63, which represents UA "white collar" workers, sought recently to win the company's acceptance of a proposal that the Blue Cross health and hospitalization plans be made available to employes on a group basis, the management informed the union officials of its plans to insure the UA workers.

In recent weeks UA officials discussed the plans with representatives of Equitable Life, New York Life and Union-Labor Life insurance companies.

20th-Fox 'Junket' Back from Haiti

Concluding a four-day visit to Port-Au-Prince as the guests of the Haitian government for the world premiere of 20th Century-Fox's "Lydia Bailey," the special 50-man press party returned to New York yesterday via Pan American Airways.

Marking the first time that a Hollywood motion picture has had a premiere outside the limits of the U. S. with American journalists in group attendance, said 20th, the junket was climaxed by the Sunday night launching of the Technicolor picture. It will open at the New York Roxy early next month.

E. Small Due Next Week for U.A. Talks

Producer Edward Small is due here from Hollywood early next week for conferences with United Artists executives on a contemplated multiple picture deal. The UA officials who will meet with him include Arthur B. Krim, president, and Max E. Youngstein and William J. Heineman, vice-presidents.

A similar deal which Small had with Columbia is about to expire.

B'nai B'rith Honors Milton Livingston

The *Cinema Lodge Bulletin*, edited by Milton Livingston, Universal Pictures publicist and trade press contact, has been awarded second prize in the annual lodges and chapters bulletin contest conducted by the Metropolitan Council of B'nai B'rith. Livingston was presented with a scroll at a meeting of the delegates of the Council at the Henry Hudson Hotel here this week.

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Personal Mention

ERNEST EMERLING, ad-publicity director for Loew's Theatres, accompanied by MRS. EMERLING, will fly to Rome on Sunday.

•

DAVID STERNFELD, head of Fieldston Studios, and his wife, announce the birth of their fourth child, a son, ALAN BYRON, on Monday in Long Island College Hospital.

•

BERTHA FRIED, secretary to S. S. BRAUNBERG of M-G-M's legal department, is being given a luncheon May 22 in advance of her marriage several days later.

•

IKE KATZ of Kay Exchanges, Atlanta, has returned there from New Orleans, and HARRY KATZ has returned to Atlanta from the company's office in Charlotte.

•

EARL J. HUDSON, president of United Detroit Theatres, has been re-elected president of the United Cerebral Palsy Association of Michigan.

•

ALFRED DAFF, Universal Pictures vice-president in charge of world sales, is expected to return here from England on Monday.

•

PANDRO BERMAN, M-G-M producer, will leave Hollywood June 27 for three weeks in Paris.

•

RAY TITLE has resigned as manager of Loew's Hartford Drive-in, Newington, Conn.

HERMAN L. RIFKIN, Monogram vice-president and franchise owner in Boston, who was in Hollywood following the Variety Club convention, has returned to Boston.

•

MAJOR WILLIAM HARPER, head of the Photographic Service of the Marine Corps and formerly active in film production, announces the birth of a son, their first child, to his wife, HELENE, on Sunday in Bethesda, Md.

•

JERRY FAIRBANKS, head of the Hollywood firm bearing his name, has left there on a two-week airplane tour of the nation. He is piloting his own plane.

•

OTTO W. COOK, manager of film manufacturing at Eastman Kodak's Rochester plant, has retired after completing nearly 32 years with the company.

•

PAT PATTERSON, Astor franchise distributor for San Francisco and Los Angeles, has arrived here from the Coast.

•

JOHN and ROY BOULTING, British producers, will leave Hollywood en route to London on May 16.

•

JOSEPH MANKIEWICZ, M-G-M writer-director, has returned to the Coast after a two-week visit in New York.

•

JOSEPH KAUFMAN, producer, has arrived here from Hollywood.

Films Now in Show Business: DeMille

HOLLYWOOD, May 7.—The motion picture industry now finds itself definitely in show business for the first time in 40 years, Cecil B. DeMille told a Paramount sales meeting here at the studio.

"People don't go to motion picture theatres any longer to hold hands, to buy popcorn or to enjoy the air conditioning," he said. "They go to see pictures, and the dramatic values on the screen must be powerful enough to draw them away from their television sets."

'Must Be Inventive'

DeMille emphasized that there are still great harvests to be reaped in the motion picture field, but "we must all be inventive." He said that real showmanship from start to finish will pay off royally.

He said he is now giving consideration to the subject matter of his next production. "I have always been fascinated by the story of 'Helen of Troy,'" he added.

Following his talk at the sales conference, DeMille left Hollywood on a three-week tour during which he will address the Exchange Club in Chicago, the Presbyterian Sesquicentennial Celebration in New York and a conference at the University of Iowa.

RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N. S. S. EXCHANGE.

Perry Charles, 56, Veteran Publicist

Perry Charles, 56, veteran theatre and motion picture publicist, was found dead in his suite at the Hotel Belvedere here Tuesday evening, it was learned yesterday. Apparently he had suffered a heart attack on Sunday, it was said.

Charles is survived by his widow, Virginia, one daughter, and a grandchild. Funeral services will be held tomorrow at the William McDonald Funeral Home, Jersey City.

Charles began as publicist for Nicholas and Joseph Schenck at Palisades Park in summers and for Loew's Theatres in winters. With the building of radio station WHN (now WMGM), he became a radio announcer and commentator. During his tenure, he originated what later grew into the Major Bowes "Original Amateur Hour." Subsequently he served as a star-contact man for the M-G-M studio's publicity department, personal press representative for Frank Sinatra, and director of a chain of Midwestern radio stations. In recent months he had been a free-lance radio and TV writer.

Boston's Howard Sold

BOSTON, May 7.—Al Somerby, owner and managing director of the old Howard Theatre here, has announced that the theatre has been sold to Frank Bryant and Frank Ingalls, operators of the Casino Theatre, Boston.

NEWS in Brief . . .

Harry M. Kalmine, president and general manager of Warner Brothers Theatres held a meeting of zone managers at the home office this week. Those who attended included: Alfred D. Kvool, Chicago; Nat Wolf, Cleveland; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Wash.

Home office executives who attended included: Miles Alben, Max Blackman, Frank Cahill, Nat Fellman, Harry Goldberg, Louis J. Kaufman, Herman R. Maier, Frank Marshall, Harold Rodner, W. Stewart McDonald, Frank Phelps, Bernard Rosenzweig and Ben Wirth.

•

CINCINNATI, May 7. — Although grosses at first-runs here are holding to a fairly good overall average, attendance at neighborhoods is sagging appreciably. New evidence of this is the closing by Wiethe Theatres of the Andalus, with the building being leased for church services, and the weekend operation only of the Bond, another Wiethe unit. Associated Theatres' Americus also is operating on weekends only, and other houses soon will inaugurate a similar curtailed policy, it is understood.

•

CHICAGO, May 7.—City of Chicago amusement tax collections from theatres during April (on March receipts) were $85,815.53, down about four per cent from the same period last year when the tax receipts were $89,531.20.

The total for the year to date is $354,591.46, against $374,578.10 for the corresponding period of 1951. Although theatre receipts are down roughly five per cent for the year to date amusements are off only about one per cent, total being off less than $3,000 from the figure of $220,000 collected in the first four months of 1951.

Wolf Starts Georgia SpeakingTourMay13

Six speaking engagements in Georgia have been set for Maurice N. Wolf, field assistant to H. M. Richey, M-G-M exhibitor relations head. The first will be on Tuesday before the Lions Club at Albany, the next on May 16 at the Rotary-Lions, Vidalia, then at Rome, on May 20 before the Lions Club, followed by the Rotary Club at Athens, the next day. On May 23, he will address the Northside Kiwanis at Atlanta, and on the 27th, he will speak before the Rotary Club, at Huntsville.

Williams to Join 20th-Fox Monday

Phil Williams, who resigned this week as theatrical sales manager of March of Time, will, on Monday, join the 20th Century-Fox home office staff of Peter Levathes, who is in charge of short subject distribution.

Meanwhile, Williams' post at MOT will not be filled. Instead, the company will expand its theatrical selling by direct mail.

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WARNER POWER



NEVER

"MARA MARU" ERROL FLYNN RUTH ROMAN

"THE SAN FRANCISCO STORY" JOEL McCREA YVONNE DeCARLO SIDNEY BLACKMER RICHARD ERDMAN FLORENCE BATES A FIDELITY-VOGUE PICTURE

"ABOUT FACE" COLOR BY TECHNICOLOR GORDON MacRAE EDDIE BRACKEN DICK WESSON VIRGINIA GIBSON PHYLLIS KIRK AILEEN STANLEY, JR.

"CARSON CITY" COLOR BY WARNERCOLOR RANDOLPH SCOTT LUCILLE NORMAN RAYMOND MASSEY

SUCH A

"3 FOR BEDROOM C" COLOR IN NATURAL COLOR GLORIA SWANSON JAMES WARREN FRED CLARK HANS CONRIED STEVE BRODIE JANINE PERREAU ERNEST ANDERSON MARGARET DUMONT A BRENCO PRODUCTION

"THE WINNING TEAM" DORIS DAY RONALD REAGAN FRANK LOVEJOY

"WHERE'S CHARLEY?" COLOR BY TECHNICOLOR RAY BOLGER ALLYN McLERIE

"THE STORY OF WILL ROGERS" COLOR BY TECHNICOLOR WILL ROGERS, JR. JANE WYMAN JAMES GLEASON AND AS HIMSELF: EDDIE CANTOR

ONE PURPOSE... ONE GOAL...

We of Warner Bros. are always mindful of the faith and confidence placed in us by exhibitors. Throughout our many years in this industry this relationship has been a major inspiration in the pioneering we have done and in the contributions we have made to the success of the motion picture theatre.

Now again we recognize our opportunity to serve our industry.

On these pages you see the accomplished result of one purpose, one goal — to give Warner exhibitors assurance of an uninterrupted flow of the finest product our Studio has ever provided. To this project the full power and all the vast resources of Warner Bros. Studios are dedicated in the greatest coordinated effort in their history.

With the broad scope, the freshness and the importance of these attractions — the vast majority in color — showmen can enthusiastically offer their public a steady succession of the kind of entertainment that has made our industry so great.

Jack L. Warner

WARNER POWER

SET-UP

"SHE'S WORKING HER WAY THROUGH COLLEGE" COLOR BY TECHNICOLOR VIRGINIA MAYO RONALD REAGAN GENE NELSON DON DeFORE PHYLLIS THAXTER PATRICE WYMORE

"TOP SECRET" CORNEL WILDE STEVE COCHRAN KARL MALDEN PHYLLIS THAXTER

"JIM McLAIN" JOHN WAYNE

"THE CRIMSON PIRATE" COLOR BY TECHNICOLOR BURT LANCASTER NICK CRAVAT A NORMA PRODUCTION

FOR

"THE MIRACLE OF OUR LADY OF FATIMA" COLOR BY WARNERCOLOR

"SPRINGFIELD RIFLE" COLOR BY WARNERCOLOR GARY COOPER

"APRIL IN PARIS" COLOR BY TECHNICOLOR DORIS DAY RAY BOLGER CLAUDE DAUPHIN

"TOP OF THE WORLD" First Story of the danger-missions of the Air Force Weather Patrol in the Arctic!

DELIVERY

"THE IRON MISTRESS" COLOR BY TECHNICOLOR ALAN LADD VIRGINIA MAYO

ABBOTT AND COSTELLO MEET 'CAPTAIN KIDD' IN SUPERCINECOLOR ALSO STARRING CHARLES LAUGHTON A WOOLEY PRODUCTION

"THE DESERT SONG" COLOR BY TECHNICOLOR KATHRYN GRAYSON GORDON MacRAE SIGMUND ROMBERG'S GLORIOUS MUSIC

"THE MAN BEHIND THE GUN" COLOR BY TECHNICOLOR RANDOLPH SCOTT PATRICE WYMORE DICK WESSON PHILIP CAREY

"I CONFESS" MONTGOMERY CLIFT A QUEBEC PRODUCTION

WITHOUT A LET-UP

ONE PURPOSE... ONE GOAL...

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Jack L. Warner

WARNER POWER

All This WARNER POWER in Preparation!

"THE JAZZ SINGER" COLOR BY TECHNICOLOR DORIS DAY DANNY THOMAS

"THE EDDIE CANTOR STORY" COLOR BY TECHNICOLOR

"THE SEA ROGUE" COLOR BY TECHNICOLOR ERROL FLYNN

"HIS MAJESTY O'KEEFE" COLOR BY TECHNICOLOR BURT LANCASTER

"KISS ME AGAIN" COLOR BY WARNERCOLOR VICTOR HERBERT'S IMMORTAL MUSIC

"BY THE LIGHT OF THE SILVERY MOON" COLOR BY TECHNICOLOR DORIS DAY GORDON MacRAE

"THE GRACE MOORE STORY" COLOR BY TECHNICOLOR

"THE SYSTEM" HUMPHREY BOGART

"BROADWAY REVISITED" JANE WYMAN COLOR BY WARNERCOLOR

"COME ON, TEXAS" RANDOLPH SCOTT COLOR BY WARNERCOLOR

"THE END OF THE RAINBOW" COLOR BY WARNERCOLOR

"HELEN OF TROY" COLOR BY WARNERCOLOR

"SALLY" COLOR BY TECHNICOLOR

"STOP YOU'RE KILLING ME" COLOR BY WARNERCOLOR BASED ON A COMEDY BY DAMON RUNYON

And There's WARNER POWER in

WARNER BROS. SHORT SUBJECTS

WARNER BROS. CARTOONS

BUGS BUNNY COLOR BY TECHNICOLOR

MERRIE MELODIES COLOR BY TECHNICOLOR

LOONEY TUNES COLOR BY TECHNICOLOR

WARNER PATHE NEWS

Printed in U.S.A.

Paramount

(*Continued from page* 1)

advertising-publicity and studio executives that the 18-month program is "unprecedented," not only in investment, but in scope. "Product-wise," he said, "it places Paramount in the most solid position in its history."

The product lineup was revealed by Y. Frank Freeman, production vice-president, and Don Hartman, production director. A. W. Schwalberg, president of Paramount Film Distributing, testified to the enthusiasm which the sales force in general holds for the new program. Schwalberg presided at the meeting.

Leading off the line-up of 13 pictures set for release from July through December, 1952, is Cecil B. DeMille's "The Greatest Show On Earth." It will go into general release in July, following a number of pre-release engagements.

L st Other Films Completed

Other films which are completed and set for release during the last half of 1952 are:

"The Savage" (Technicolor), starring Charlton Heston, directed by George Marshall and produced by Mel Epstein. W. Somerset Maugham's "Encore," with an all-star cast. William Wyler's "Carrie," starring Laurence Olivier and Jennifer Jones and directed and produced by Wyler. "Son of Paleface" (Technicolor), starring Bob Hope, Jane Russell and Roy Rogers, directed by Frank Tashlin and produced by Robert Welch. "Just For You" (Technicolor), starring Bing Crosby, Jane Wyman and Ethel Barrymore, directed by Elliott Nugent and produced by Pat Duggan. "Somebody Loves Me" (Technicolor), starring Betty Hutton and Ralph Meeker, a William Perlberg-George Seaton production directed by Irving Brecher. "Hurricane Smith" (Technicolor), starring Yvonne De Carlo and John Ireland, produced by Nat Holt and directed by Jerry Hopper. "The Blazing Forest" (Technicolor), produced by William Pine and William Thomas, starring John Payne.

Also, "The Turning Point," starring William Holden, directed by William Dieterle and produced by Irving Asher. "Caribbean Gold" (Technicolor), starring John Payne and Arlene Dahl, produced by Pine and Thomas and directed by Edward Ludwig. Two Dean Martin and Jerry Lewis comedies completed by Hal Wallis: "The Stooge" and "Jumping Jacks," both directed by Norman Taurog. One of these will be scheduled for release this year and the other in 1953. As the 1952 Christmas-New Year holiday attraction, "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, in Technicolor. This film is now in production with Hal Walker directing and Harry Tugend the producer.

Among those planned for release in 1953 are: "Thunder In The East" (completed), starring Alan Ladd, Deborah Kerr, Charles Boyer and Corinne Calvet, directed by Charles Vidor and produced by Everett Riskin. Also the following, all currently in the editing stage: Hal Wallis' "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth, directed by Daniel Mann. "Stalag 17," starring William Holden, Don Taylor and Otto Preminger, produced and directed by Billy Wilder. George Stevens' production of "Shane" (Technicolor) with a cast headed by Alan Ladd, Jean Arthur, Van Heflin and Brandon de Wilde. Bob Hope, Mickey Rooney and Marilyn Maxwell in "Military Policemen," directed by George Marshall and produced by Harry Tugend. George Pal's "War of the Worlds" (Technicolor), directed by Byron Haskin.

Also "Botany Bay" (Technicolor), starring Alan Ladd, James Mason, directed by John Farrow and produced by Joseph Sistrom. "Tropic Zone" (Technicolor), starring Ronald Reagan, Rhonda Fleming and Estelita, produced by Pine and Thomas, and directed by Lewis R. Foster.

Others for 1953 Release

Also set for 1953 release are the following productions which are set to start between now and October 1, 1952: "Pleasure Island" (Technicolor), with F. Hugh Herbert directing and Paul Jones as the producer. "The Stars Are Singing" (Technicolor), starring Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior, with Norman Taurog directing and Irving Asher producing. William Wyler's "Roman Holiday," which will be filmed in Rome with Gregory Peck and Audrey Hepburn starred and Wyler producing-directing. Nat Holt's "Pony Express" (Technicolor), starring Charlton Heston, Rhonda Fleming and Jan Sterling. Pine-Thomas' "The Rebel" (Technicolor), starring John Payne, Arlene Dahl, Jan Sterling and Lyle Bettger and Edward Ludwig directing. George Pal's "Houdini." "Sapphire Sal" (Technicolor) again teaming producer Robert Welch and director Frank Tashlin. Pine-Thomas' "Jamaica Run" (Technicolor), starring Ray Milland and Wendell Corey and Lewis R. Foster directing. "Little Boy Lost," starring Bing Crosby and Claude Dauphin; the producer will be William Perlberg and the director, George Seaton, who is also preparing the script. "Topsy and Eva" (Technicolor), to star Betty Hutton and Ginger Rogers; Harry Tugend will produce. "Girls Are Here To Stay" (Technicolor), starring Bob Hope; the director will be Claude Binyon and the producer will be Paul Jones.

Review

"The Outcasts of Poker Flat"

(20th Century-Fox)

A TAUT, SUSPENSEFUL FILM is presented in this treatment of Bret Harte's story of a group of undesirables thrown out of a tough Western mining town. While the film version leaves out Harte's ironic twist, it does contain all the drama and excitement of a group of oddly assorted characters left to fend for themselves against hunger, viciousness and the unfriendly elements.

This film, although it does contain many ingredients of previous motion pictures along this line, is a bit off the beaten path and should profit from emphasis on that fact. Following a slow start, the duel between the two main protagonists grows and the action reaches a cresendo before the film's 81 minutes end.

The scene is set by a theft in muddy, wild Poker Flat. Subsequently, the aroused citizenry round up a number of undesirables and ride them out of town. Among the outcasts are Anne Baxter, the wife of a badman, Dale Robertson, a professional gambler, and Miriam Hopkins, an entertainer.

Gambler Robertson, unwillingly, takes command of the group as they are beset by a raging snowstorm while on a mountain pass. Finding refuge in a deserted shack, their troubles increase as they are joined by a young unwed couple. Without food, without horses, the group is tyranized by badman Cameron Mitchell, the husband of Anne Baxter.

It is at this stage that the screen becomes electrified, with gambler Robertson playing for the highest stake in his career. Before the game of life and death is won by Robertson, there are many moments when an audience will tensely grip the seats.

Julian Blaustein produced. Joseph M. Newman directed, from a screenplay by Edmund H. North. Others in the cast include Craig Hill, Barbara Bates, Billy Lynn and Dick Rich.

Running time, 81 minutes. Adult audience classification. May release.

MURRAY HOROWITZ

Atlanta SMPTE Meet To Hear TV Reports

ATLANTA, May 7.—Four television papers and one on color motion picture films will be heard at the Society of Motion Picture and Television Engineers' Atlanta regional meeting, which opens Friday.

Otto H. Schade, RCA, will compare the definition in television and photographic processes. Dr. W. T. Hanson, Jr., of Eastman Kodak, will speak on Eastman color films. R. E. Putnam and E. H. Lederer, broadcast studio engineering section of General Electric Co., have as their subject "Synchro-Lite Powered 16mm. Film Projector for Television."

V. J. Duke and D. E. Mullenger, staff engineers of National Broadcasting, will discuss improved television film reproduction.

20th-Fox Denies

(*Continued from page* 1)

the New England TV project, asking him, among other things, how would exhibitor customers fit into such plans.

A 20th-Fox spokesman pointed out that the subsidiary, 20th Century-Fox New England, Inc., had been organized before his company withdrew its channel bid and joined in the industry's request for channels before the Federal Communications Commission. The project, which has since been given up, contemplated a network of 20th-Fox television transmission stations for theatre TV, according to the 20th-Fox spokesman.

Appeals Carrier Ruling

WASHINGTON, May 7.—The Utah Public Service Commission has appealed to the U. S. Supreme Court a decision of the 10th Circuit Court of Appeals that the Wycoff Company, a film carrier operating out of Salt Lake City, is engaged in interstate commerce and therefore does not need a carrier license from the State Commission.

FCC Hears Levey on SCA Patents Issue

WASHINGTON, May 7.—The question of why Scophony Corporation of America never established a laboratory for the further development of its electronic patents took over today at the Federal Communications Commission Paramount hearing.

Testimony given by Arthur Levey, former SCA president and current Skiatron head, brought out that in 1943 when the company hired Dr. Adolph Rosenthal, inventor of the dark trace tube, as research head, he was promised a laboratory. Documents introduced by Commission counsel indicated that considerable planning and detail had gone into a blueprint for the laboratory, but it never materialized. The failure to establish a laboratory, Levey declared, prevented SCA from getting the government contracts the company expected to obtain when it was set up in 1942 by Scophony Ltd., General Precision Equipment Corp. and Paramount Television Productions, Inc.

FCC counsel have previously declared that they would attempt to prove that PTI head and Paramount Pictures director Paul Raibourn tried to suppress the development of SCA's electronic patents. A letter and memoranda written by Rosenthal were introduced by commission attorneys, indicating his feeling that the laboratory was essential to the development of the company, which, he said, was falling behind other similar outfits because of the lack of laboratory facilities. In one memo he is quoted as stating that "Scophony would appear to be committing suicide by its policy" and as asking whether progress on the laboratory "is being held up for political reasons."

Rosenthal is expected to testify after Levey.

Nick Archer Joins Telenews Staff

Nick Archer, formerly with Paramount News, has joined the Telenews editorial staff as reporter-contact man. He will be primarily concerned with the advance preparation of interviews and spot feature stories for Telenews TV newsreels.

John Pepper, former feature writer and photographer for national magazines, has been appointed staff news writer. Also appointed to the news staff was Erford Bedient, formerly with the Buffalo *Courier-Express*.

Israeli Feature Premiere

Jewish Films Distributors has completed preparations for the world premiere of "The New Israel," the first full-length documentary film to be produced in Israel, at the Stanley Theatre here, Saturday, following the run of "In The Circus Arena." In addition to tracing the development of the new country since it achieved its independence, the 90-minute film is said to highlight many recent events in Israel.

Lease Rosedale in Bronx

In behalf of the V. and S. Amusement Corp., headed by Joseph and Seymour Selig, Berk and Krumgold, local theatrical realty specialists, have consummated a 21-year lease on the Rosedale Theatre in the Bronx with the Rosedale Engineering Corp., the landlord.

WARNERS CITE 'POWER' IN FORTHCOMING PRODUCT LIST

ELEVEN top Warner Bros. productions, recently completed and awaiting distribution, will be backed by long-range promotional compaigns, the company reveals. The pictures completed and to be distributed from now to September are:

"Mara Maru," starring Errol Flynn and Ruth Roman in a sea adventure drama. Gordon Douglas directed, from a screenplay by N. Richard Nash. David Weisbart produced.

"The San Francisco Story," a Fidelity-Vogue production starring Joel McCrea and Yvonne DeCarlo, an outdoor adventure drama produced by Howard Welsch and directed by Robert Parrish. The screen play is by D. D. Beauchamp from a novel by Richard Summers.

"About Face," a Technicolor musical starring Gordon MacRae, Eddie Bracken, Dick Wesson, Virginia Gibson, Phyllis Kirk and Aileen Stanley, Jr. Peter Milne wrote the screen play from a stage play by John Monks, Jr. and Fred F. Finklehoff. Roy Del Ruth directed, with William Jacobs producing.

"Carson City," WarnerColor, starring Randolph Scott with Lucille Norman, Raymond Massey and Richard Webb. Screen play was written by Sloan Nibley and Winston Miller from a story by Sloan Nibley. Andre de Toth directed, with David Weisbart producing.

"3 For Bedroom C," a Brenco Production in Natural Color, starring Gloria Swanson. The picture was written and directed by Milton H. Bren from the novel by Goodard Liberson. Edward L. Alperson, Jr. was associate producer.

"The Winning Team," story of one of baseball's greatest pitchers, starring Doris Day as Mrs. Grover Cleveland Alexander, Ronald Reagan as Alex the Great and Frank Lovejoy as Rogers Hornsby. The screen play was written by Ted Sherdeman and Seeleg Lester and Mervin Gerard from a story by Seeleg Lester and Mervin Gerard. Lewis Seiler directed and Bryan Foy produced.

"Where's Charley?," Technicolor musical, starring Ray Bolger in the screen adaptation of the Broadway musical. David Butler directed.

"The Story of Will Rogers," Technicolor production starring Will Rogers, Jr. as his father and Jane Wyman as Mrs. Rogers. The film is based on the *Saturday Evening Post* stories, "Uncle Clem's Boy," by Betty Rogers. Michael Curtiz directed, with Robert Arthur producing.

"She's Working Her Way Through College," Technicolor musical starring Virginia Mayo, Ronald Reagan, Gene Nelson, Don DeFore, Phyllis Thaxter and Patrice Wymore. The screen play was written by Peter Milne from a stage play by James Thurber and Elliott Nugent. Bruce Humberstone directed, with William Jacobs producing.

"The Miracle of Our Lady of Fatima," WarnerColor, starring Gilbert Roland and Angela Clark. The screen play was written by Crane Wilbur and James O'Hanlon. John Brahm directed. Foy produced.

"The Crimson Pirate," Technicolor adventure starring Burt Lancaster in a Norma Production. The screen play was written by Roland Kibbee. Robert Siodmak directed and Harold Hecht produced.



ABOUT FACE (Color)



CARSON CITY (Color)



CRIMSON PIRATE (Color)



MARA MARU



SAN FRANCISCO STORY



WHERE'S CHARLEY? (Color)

EIGHT WARNER PRODUCTIONS CURRENTLY BEFORE CAMERAS

IN ADDITION, the Warner studios have eight productions currently before the cameras.

They are "Top Secret," a story of the French underground starring Cornel Wilde, Steve Cochran, Karl Malden and Phyllis Thaxter. Lewis Seiler is directing, with Henry Blanke producing.

"Springfield Rifle," WarnerColor, starring Gary Cooper, with Phyllis Thaxter and Philip Carey. Andre De Toth directs, with Louis F. Edelman producing.

"April in Paris," Technicolor musical, starring Doris Day, Ray Bolger and Claude Dauphin. David Butler is directing, with William Jacobs producing.

"Top of the World," story of the Air Force weather patrol in the Arctic, starring Frank Lovejoy and Steve Cochran. Robert Sisk is producing.

"The Iron Mistress," Technicolor production starring Alan Ladd and Virginia Mayo. Gordon Douglas is directing, with Henry Blanke producing.

"The Desert Song," Technicolor musical starring Gordon MacRae and Kathryn Grayson. Bruce Humberstone is directing, with Rudi Fehr producing.

"The Man Behind The Gun," Technicolor, starring Randolph Scott, with Patrice Wymore, Dick Wesson and Philip Carey. Felix Feist is directing and Robert Sisk producing.

"Jim McLain," a Robert Fellows-John Wayne production, starring Wayne and Nancy Olson, directed by Edward Ludwig.

46 PROPERTIES NOW IN VARIOUS STAGES OF PREPARATION

IN ADDITION, 46 properties are currently in various stages of production at the Warner studios from which the company's 1952 program will be completed. The properties and producers assigned to them are:

Robert Arthur: "The Helen Morgan Story," "Too Hot to Handle." Sam Bischoff: "The System," "The Private Life of Helen of Troy," 'Sulu Sea," "Kiss Me Again," "The Turquoise." Henry Blanke: "Broadway Revisited," "Green Light," "The Grace Moore Story," "Gown of Glory," based on Agnes Sligh Turnbull's best selling novel. William Cagney Productions: "A Lion Is In The Streets." Sammy Cahn: "Three Sailors" and a musical comedy version of "The Man Who Came to Dinner."

Also: Louis F. Edelman: "The Jazz Singer," "Come On, Texas," "Career Girl," "At the End of the Rainbow," "Stop, You're Killing Me," "The Story of the Post Office," "Four Chaplains." Bryan Foy: "The Big Time," "The Last Train West." William Jacobs: "Hobby Horses," "Sally," "When Old New York Was Young," "Miss America,"

Among the New Ones



STORY OF WILL ROGERS (Color)



TOP SECRET



THE WINNING TEAM



3 FOR BEDROOM C (Color)



SHE'S WORKING HER WAY THROUGH COLLEGE (Color)



MIRACLE OF OUR LADY OF FATIMA (Color)

"By the Light of the Silvery Moon," and a musical comedy version of "Calamity Jane." Norma Productions: "His Majesty O'Keefe." Melville Shavelson: "Alma Mater." Robert Sisk: "Sam Houston," "Serenade," "Target Zero," "Pawnee Bill," "The Miracle," "El Dorado." Sidney Skolsky: "The Story of Eddie Cantor." United States Pictures Productions: "Dream Street," "Blowing Wild." David Weisbart: "Rear Guard," "Golden Trail," "Mlle. Modiste."

In addition, "The Sea Rogue," starring Errol Flynn and based on Robert Louis Stevenson's "The Master of Ballantrae," will be filmed in Europe. Not yet assigned to a producer is "Trilby and Svengali."

NEW PICTURES COMBINE STARS AND PROMISING NEWCOMERS

MANY of the current and forthcoming Warner Bros. pictures have at least one newcomer in a principal role. In Abbott and Costello's "Jack and the Beanstalk," two new performers play the romantic leads, Shaye Cogan, formerly a singer with Vaughn Monroe's orchestra, and James Alexander, who toured the country as the singing lead in "Oklahoma." In "Mara Maru," the new face belongs to less-than-new screen player, Raymond Burr, hitherto a 300-pound character actor who slimmed down to 185 and won the role of Errol Flynn's rival for the affections of Ruth Roman.

In "About Face" audiences will discover Aileen Stanley, Jr., Joel Grey and Cliff Ferre. Not exactly old-timers on the screen either are Virginia Gibson and Phyllis Kirk. Both players and Miss Stanley are the leading ladies for Gordon MacRae, Eddie Bracken and Dick Wesson in the picture. Grey is Eddie Cantor's comedy protege.

Gloria Swanson's new picture, "3 For Bedroom C," gives James Warren his chance as the romantic hero.

Will Rogers, Jr., facing a camera for the first time, portrays his father in "The Story of Will Rogers."

NEW FACES, STAR TOURS HELP SELL

WARNERS SET PERSONALITY TOURS TO PROMOTE PLAYDATES

MORT BLUMENSTOCK, Warner Bros.' advertising and publicity vice-president, stresses showmanship with the personal touch. Wherever possible, personal appearances by Warner personalities are tied in with important picture bookings. Warner Bros. has just routed Abbott & Costello on a tour of key cities in connection with openings of the Exclusive Picture in Super-cine Color, "Jack and the Beanstalk." Also tied in with the picture's openings were contests and extensive supermarket local advertising. In the New York metropolitan area, the Food Fair Stores took large ads in 22 New York and New Jersey newspapers in connection with the picture.

Warner Bros. is now conducting a personal appearance tour of more than 30 cities throughout the nation for Mrs. Grover Cleveland Alexander, on behalf of "The Winning Team." Mrs. Alexander's tour takes her to cities where major and minor teams are located. "Winning Team Day" will be observed in cities where there are big league baseball teams, with Mrs. Alexander as guest of honor at the games. Mrs. Alexander will present baseballs, autographed by the stars of the picture to governors, mayors, sports editors and to women's page and motion picture editors. The wife of the famous pitcher will visit newspapers, hospitals, radio stations and will attend civic luncheons in her honor.

Two of the nation's well known songwriters, Charles Tobias and Peter DeRose, who wrote the musical score for the new Technicolor musical, "About Face," were spotted by Blumenstock on a record number of top radio and television shows emanating from New York, before they begin a multi-city tour.

Since the first of the year eight other personal appearance trips have been made by Warner Bros. players to various sections of the country. The most recent of these were made by Frank Lovejoy, Dick Wesson and Virginia Gibson in Denver at the opening of the new Paramount Theatre there, with "Bugles In The Afternoon," Technicolor Cagney Production.

EXPLOITATION TIE-UPS ARE SET FOR FORTHCOMING PRODUCTIONS

IN addition, the product is being presented with extensive exploitation tie-ups. Blumenstock and his staff have made arrangements, in connection with "Story of Will Rogers," for promotion with U. S. Highway Association 66 to re-name it "The Will Rogers Highway." The road covers more than 2,200 miles and passes through eight states and hundreds of cities. The Highway Association will distribute more than a million automobile shield stickers crediting "The Story of Will Rogers."

Also a series of full page, 4-color ads in national magazines by Lustre-Creme, on Jane Wyman and crediting "The Story of Will Rogers," as well as ads by Colgate Palmolive Peet, Lux and Chesterfield featuring such pictures as "The San Francisco Story," "She's Working Her Way Through College," "Mara Maru" and "The Story of Will Rogers."

The company is also sending original prints of the Will Rogers memorial stamp, a valuable collector's item no longer issued by the Post Office Department, to key editors, exhibitors, etc. The stamp is being mailed in specially designed commemorative Will Rogers envelopes.

In connection with WB distribution of "3 For Bedroom C," Blumenstock has made arrangements with the Santa Fe Railway System, whose trains are shown in the picture, for advertising in approximately 500 daily newspapers and 700 weekly papers. Santa Fe people will also be putting out special promotion flyers for the picture in all their Fred Harvey restaurants and in the dining rooms of their trains.

Complete daily newspaper publicity service, as well, in line with its policy of intensive promotion from the moment a picture goes into production, is behind the new releases. Blumenstock's recent transfer of his headquarters from New York to Burbank studio placed increased emphasis on across-the-board merchandising which the company practices.

Ticket Tax

(Continued from page 1)

of exhibitors being given greater flexibility in fixing seat prices under the tax, with permission to restore the one shilling and three-pence price, the elimination of which, he said, has harmed not only the industry but patrons generally.

O'Brien declared that the government should not regard the industry as a permanent El Dorado, saying that between 2,500 and 3,000 exhibitors owned only one or two theatres. He said he spoke not only for his union but for the whole industry.

NATKE, he said, is satisfied that thousands of exhibitors continue to pay low wages to employes only because they cannot afford to pay more. His plea was supported in speeches by several members on both sides of Commons.

Winding up today's debate, the government's spokesman, Boyd Carpenter, financial secretary of the Treasury, disputed CEA's claim that the proposed tax changes would cost the Treasury only £500,000. He estimated they would more nearly involve £2,000,000 annually. Carpenter also claimed there is no ready evidence that small theatres are in an unduly parlous condition, pointing out that in the last quarter of 1951, compared with 1950, admissions showed an increase in attendance of 1,000,000.

Nevertheless, the obvious feeling in all sections of Commons was that it would be desirable to find an alternative tax structure which would give greater flexibility to prices.

The express promise was made that the Chancellor of the Exchequer is "prepared to consider any proposals not involving an appreciable loss of revenue. The Chancellor will gladly consider any detailed scheme proposed by those responsible for the film industry."

In view of the explicit promise, O'Brien's amendment was withdrawn and an all-industry conference was planned to prepare the indicated proposals which, it is hoped, can be made to Chancellor Butler promptly and on a joint industry basis. Heretofore, CEA has been acting unilaterally in the matter.

Quick action is essential since the last opportunity to amend the finance bill will occur during its report stage, which is due shortly.

NTFC to Meet May 14

The National Television Film Council will hold a meeting and reception Wednesday afternoon at New York's Warwick Hotel.

RKO Radio Pictures, Inc.

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TRADE SHOWINGS

CINCINNATI, RKO Screening Room, 12 E. 6th St. . . . *CLASH BY NIGHT* at 8:00 P.M., WED., MAY 14. . . . *LESERT PASSAGE*, TUES., MAY 13, at 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Avenue . . . *CLASH BY NIGHT* at 2:30 P.M., WED., MAY 14, *DESERT PASSAGE* at 10:30 A.M., TUES., MAY 13.

Reagan Opens Meeting

(Continued from page 1)

A screening of "Pat and Mike," starring Spencer Tracy and Katharine Hepburn is scheduled for 4:00 P.M., with a discussion to follow. At 6:00 P.M., there will be cocktails and dinner at the studio, and at 8:00 P.M., "The Merry Widow," starring Lana Turner and Fernando Lamas, will be shown.

News of the Day will photograph highlights of the activities and candid cameramen will take action shots as well as photograph delegates with M-G-M stars.

On Friday, the morning session will be opened with a general discussion for the merchandising of "The Merry Widow." Then will follow a screening of "Lovely to Look At," starring Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller, and Zsa Zsa Gabor. This will be followed by a luncheon and open forum.

The afternoon session will feature a screening of "Ivanhoe," starring Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, and Emlyn Williams. There is no activity scheduled for the evening.

On Saturday, the morning agenda calls for a screening of "Because You're Mine," the Mario Lanza starring musical with color in Technicolor, to be followed by a discussion of the picture by exhibitors. Lunch will follow and then "Scaramouche" will be screened. It stars Stewart Granger and Eleanor Parker. A general discussion will follow.

After "Scaramouche," exhibitors, sales executives and the trade press will get an inkling of pictures to come. Sequences will be screened from "Mr. Congressman," "Tribute to A Bad Man," "Above and Beyond," "Prisoner of Zenda," "Lili," "Jealous Lover" and "Plymouth Adventure." It is also planned to show films of the gatherings before the men return to their respective headquarters.

A banquet and "Parade of Stars" on Saturday night will wind up the program. At the studio banquet, Dietz will be master-of-ceremonies and introduce the stars and others.

RKO Pictures Lists Executives' Salaries

WASHINGTON, May 7. — J. Miller Walker, vice-president and general counsel, and William H. Clark, treasurer, of RKO Pictures, last year received salary increases of $6,300 each, the company disclosed in its annual report to the Securities and Exchange Commission.

Walker's salary last year was $39,980. Clark's was $39,320, and Ned E. Depinet, company president, received $105,220 remuneration.

In 1951, Walker was promoted to his present positions after having served as secretary and assistant general counsel prior to the divorcement of the theatre company from the picture company. Clark was treasurer also under the previous setup.

Depinet, Walker and Clark, whose salaries were the only ones listed in the report, also are directors of the company or its subsidiaries.

All directors and officers of RKO Pictures as a group last year were paid salaries totaling $266,620.

Hits Newark's Bid To Bar 'Latuko'

The attempt to bar the African documentary, "Latuko," from the Embassy Newsreel Theatre in Newark, on grounds of "immorality," was vigorously opposed here yesterday by Irving Lesser, president of Producers Representatives, distributors of the film.

The documentary is booked to open in the theatre tomorrow, and according to Lesser, Norman Elson, head of the Embassy circuit, has not changed his plans despite the objections of the Newark Police Department.

Lesser claimed that "Latuko" has played in over 200 situations without any trouble, with the exception of New York State, where the censor board had asked for deletions. The Museum of Natural History, sponsors of the film, is said to be debating whether it will make deletions of nude natives depicted in the film.

HELP THE CEREBRAL PALSY CAMPAIGN.

Johnston, Belgians Finalize New Pact

The compromise film agreement governing the marketing of American films in Belgium in 1952 was formally approved in Brussels yesterday with an exchange of letters between Eric A. Johnston, president of the Motion Picture Export Association, and the Belgian Minister of Economics, it was reported by the MPEA in New York.

The one-year pact, under which MPEA member companies have voluntarily agreed to limit their releases to last year's total of 251 feature films, is retroactive to Jan. 1, 1952.

The letter, officially accepting the agreement on behalf of the MPEA members, was signed by Johnston on his arrival in Paris on May 5, for transmittal to Brussels.

Johnston will return to Paris next week to open negotiations with the French goverment for a new Franco-American film agreement, following preliminary discussions with French officials this week in Cannes.

'Hopalong' to Make52 TV Films in 2 Years

Hopalong Cassidy has been signed to a new 10-year contract by National Broadcasting, Edward D. Madden, NBC television vice-president, disclosed here yesterday.

"Hoppy" will make a series of 52 new half-hour films over the next two years. All will be syndicated to television markets, Madden said. The new series will start on the air in October.

Picker to Report Today

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, will make his first report since returning from a seven-week tour of European and South American film centers, at a trade press conference today. Picker will discuss latest UA developments in the foreign distribution field and additional details of the Brazilian deal announced earlier this week whereby UA is taking over the distribution in Brazil of all U.C.B. product.

Circuits Seek Rate Cuts in Newspapers

Some circuit representatives in New York are meeting with newspaper officials in an attempt to reduce advertising rates for theatres and to sharpen the editorial content of the amusement sections of newspapers, it was learned here. Among the circuits involved are Loew's and RKO Theatres, it was disclosed.

One large circuit is not only conferring with advertising officials of New York newspapers, but with newspaper ad men of many cities.

The disclosure came following the report that the New York *Times* and the *Herald Tribune* have slashed retail ad rates on Saturdays. One circuit executive, asked whether these cuts have been passed on to amusement ads, responded in the negative.

The importance of the Saturday rate cut issue was minimized by him, however. He said he was currently conferring with ad men here and elsewhere in an attempt to end the premium rates paid by theatres. Of equal importance, he declared, was to heighten the news content and to get favorable trade news in amusement sections.

Apparently Loew's felt "discriminated" against by the *Herald Tribune* not reducing its Saturday rates 12 per cent as it did for retail stores. As a result, on Saturday Loew's ad in the *Tribune* was one-fourth its usual size.

Compo Tax Unit

(Continued from page 1)

leader in the country invited to be on hand for the conference, a taxation committee quorum could be available at that time.

Since "grass roots" exhibitors reportedly have been pressing in recent weeks for early industry action to secure a reduction in or repeal of the 20 per cent Federal admission tax, committee co-chairmen Robert J. O'Donnell and H. A. Cole are understood to be willing to hold the first meeting of the tax group at the time of the Texas conference.

The O'Donnell-Cole committee was assigned by the COMPO board to report on the advisability of conducting an industry anti-tax campaign this year.

Allied

(Continued from page 1)

contributing to enlightenment.

Actor George Murphy called upon everyone in the business to help spread goodwill for the industry.

The meeting closed with the election of the following to the board of directors: Colorado, John Wolfberg; Neal Beezley, Joe Ashby, Mrs. Mary Lind McFarland, James Peterson, John Roberts, Gus Ibold, Fred Hall, Lloyd Greve, Elden Menagh, Fred Anderson, Robert Smith, J. K. Powell;

Nebraska: Mrs. Marie Goodhand, Dorrance Schmidt, Robert Kehr, Dr. F. E. Rider; Wyoming: Lloyd Kerby, Fred Curtis; New Mexico: Burle Lingle, John C. Wood.

Brott With UA-TV

Lou Brott, Washington newsman, publicist and head of the public relations agency that bears his name, has been appointed sales representative of United Artists Television in the Capital.

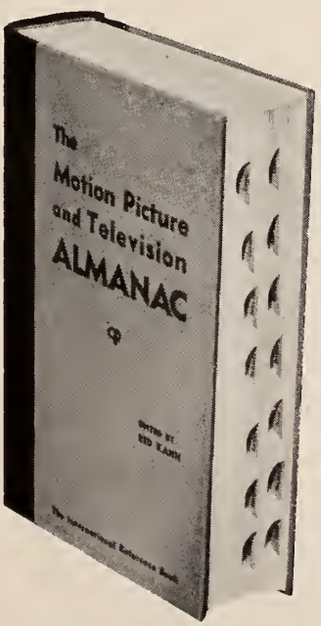
IT often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of Donahue & Coe, Inc. . . . . . .

As Ed Churchill sees it . . . . .

". . . It is of inestimable value to us here at the office and is referred to constantly by many members of our organization. I sometimes wonder how we would get along without it!

Our annual edition becomes the most finger-printed reference book in our library and we're always mighty glad to receive the current one as a replacement."



A QUIGLEY PUBLICATION

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
1270 Sixth Avenue, New York 20, N. Y.

THE INTERNATIONAL REFERENCE BOOK

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Mar. 30		WINGS OF OANGER Zachary Scott D—72 min (5106)		THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)		THE FABULOUS SENORITA Estelita Robert Clarke MC—80 min. (5125) (Rev. 4/1/52)	(April Releases) TARZAN'S SAVAGE FURY Lex Barker D—80 min. (004) (Rev. 3/18/52) MACAD Jane Russell Robert Mitchum D—81 min. (224) (Rev. 3/21/52) TARGET Tim Holt O—60 min. (227) (Rev. 4/2/52) (Re-Releases) I WALKED WITH A ZOMBIE James Ellison Tom Conway D—68 min. (Rev. 3/16/43) THE BODY SNATCHER Boris Karloff D—78 min. (Rev. 2/16/45)	(April Releases) WITH A SONG IN MY HEART (Color) Susan Hayward Rory Calhoun DM—117 min. (Rev. 2/20/52) THE PRIDE OF ST. LOUIS Dan Dailey Joanne Dru D—93 min. (Rev. 2/26/52) (Alperson) RDSE OF CIMARRON (Color) Jack Buetel Mala Powers O—72 min. (Rev. 3/6/52) (May Releases) DEADLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52) BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. (Rev. 4/3/52)	(Al D'Camp) STRANGE WORLD Alexander Carlos Angelica Hauff D—85 min. (Rev. 4/1/52) (Mark Robson-Robert Wise) CAPTIVE CITY John Forsythe Joan Camden D—91 min. (Rev. 3/26/52)		THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (117) (Rev. 2/6/52)
Apr. 6	(April Releases) THE MARRYING KIND Judy Holliday Aldo Ray CD—93 min. (Rev. 3/12/52)		SINGIN' IN THE RAIN (Color) Gene Kelly Donald O'Connor M—103 min. (Rev. 3/12/52)	JET JOB Stanley Clements D—63 min. (5215) (Rev. 3/26/52)	(April Releases) MY SON, JOHN Helen Hayes Van Heflin D—122 min. (5116) (Rev. 3/20/52) AARON SLICK FRDM PUNKIN CRICK (Color) Alan Young Dinah Shore CM—95 min. (5119) (Rev. 2/26/52)	BDROER SADOLE MATES Rex Allen O—67 min. (5143) WILD HDRSE AMBUSH Michael "Red" Chapin Ellene "Judy" Janssen O—54 min. (5069) (Rev. 4/28/52) HDDDLUM EMPIRE Brian Donlevy Claire Trevor D—98 min. (5105) (Rev. 2/20/52)			(April Releases) MA AND PA KETTLE AT THE FAIR Marjorie Main Percy Kilbride C—78 min. (216) (Rev. 3/18/52) THE BATTLE AT APACHE PASS (Color) Jeff Chandler John Lund OD—85 min. (217) (Rev. 4/2/52) (J. Arthur Rank) THE MAN IN THE WHITE SUIT Alec Guinness Joan Greenwood C—86 min. (282) (Rev. 4/2/52)	JACK AND THE BEANSTALK (Color) Abbott and Costello C—78 min. (118) (Rev. 4/3/52)
Apr. 13	THIEF OF DAMASCUS (Color) Paul Henreid John Sutton D—78 min. (Rev. 3/26/52)		TALK ABOUT A STRANGER George Murphy D—65 min. (Rev. 2/27/52)	THE GUNMAN Whip Wilson O—52 min. (5252) (Rev. 3/26/52)							
Apr. 20	LARAMIE MOUNTAINS Charles Starrett Smiley Burnette O—53 min. (Rev. 4/7/52)	VALLEY OF THE EAGLES Jack Warner D—83 min. (5114) (Rev. 3/18/52)	WHEN IN ROME Van Johnson Paul Douglas CD—78-min. (Rev. 2/28/52)								THE LION AND THE HORSE (Color) Steve Cochran OD—83 min. (119) (Rev. 3/21/52)
Apr. 27		DUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	YOUNG MAN WITH IOEAS Glenn Ford Ruth Roman CD—84 min. (Rev. 2/27/52)	WILO STALLION (Color) Ben Johnson D—70 min. (5205)		GOBS AND GALS George & Bert Bernard C—86 min. (5128) (Rev. 4/29/52)					
May 4	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52)			KANSAS TERRITORY Wild Bill Elliott O—73 min. (5225)			(May Releases) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52) THE FAITHFUL CITY Jamie Smith OD—81 min. (273) (Rev. 4/17/52) THE HALF BREED (Color) Robert Young Janis Carter OD—81 min. (Rev. 4/17/52) OESERT PASSAGE Tim Holt O CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Re-Releases) KING KONG (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (Rev. 5/4/43)	(May Releases) THIS ABOVE ALL Tyrone Power Joan Fontaine D—110 min. (253) (Rev. 5/12/42) (June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D LYOIA BAILEY (Color) Dale Robertson Anne Francis D—89 min. LAOY IN THE IRON MASK (Color) Louis Hayward Patricia Medina D (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—86 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—103 min. (256) (Rev. 9/11/39)	(Allart) WITHOUT WARNING Adam Williams D—75 min. (Rev. 4/1/52)		MARA MARU Errol Flynn Ruth Roman D—98 min. (120) (Rev. 4/3/52)
May 11			CARBINE WILLIAMS James Stewart Wendell Corey D—101 min. (Rev. 4/16/52)	DESERT PURSUIT Wayne Morris Virginia Grey O—71 min. (5209)	(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52) RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)				(Donald Hyde-Anthony Veiller) RED PLANET MARS Peter Graves D—87 min.	(May Releases) RED BALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218) (Rev. 4/30/52) BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) (Rev. 4/11/52) NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C—82 min. (220) (Rev. 5/7/52)	
May 18	A YANK IN INOD-CHINA John Archer Douglas Dick D—67 min. (Rev. 4/3/52)	LOAN SHARK George Raft Dorothy Hart D—79 min. (5111) (Rev. 4/30/52)	THE GIRL IN WHITE June Allyson Gary Merrill D—93 min. (Rev. 3/13/52)			BLACK HILLS AMBUSH Alan "Rocky" Lane O—54 min. (4815)					THE SAN FRANCISCO STORY Joel McCrea Yvonne DeCarlo OD—80 min. (121) (Rev. 4/8/52)
May 25	APACHE COUNTRY Gene Autry O—62 min.		SKIRTS AHOY! (Color) Esther Williams Joan Evans M—109 min. (Rev. 4/11/52)	AFRICAN TREASURE Bomba D—70 min. (5207)					(Alex Gottlieb) THE FIGHTER Richard Conte Vanessa Brown D—78 min. (Rev. 5/7/52)		
June 1	(June Releases) PAULA Loretta Young Kent Smith D—80 min.	STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109)	GLORY ALLEY Ralph Meeker Leslie Caron D—82 min.		(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52)	BAL TABARIN Muriel Lawrence William Ching DM—84 min.				(June Releases) IVORY HUNTER (Color) Anthony Steele Diana Sheridan D—95 min. (221) SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ min. (222) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223)	ABDUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)
June 8	BRAVE WARRIOR (Color) Jon Hall OD—73 min.		PAT AND MIKE Spencer Tracy Katharine Hepburn CD—95 min.	GOLO FEVER John Calvert Ralph Morgan OD (5220)	THE OENVER & RIO GRANOE (Color) Edmond O'Brien Dean Jagger D—89 min. (5115) (Rev. 3/31/52)						

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 91 NEW YORK, U. S. A., FRIDAY, MAY 9, 1952 TEN CENTS

US to Relax Theatre Building Bars

Construction Materials In Larger Amounts Due

WASHINGTON, May 8.—National Production Authority officials have decided in favor of a substantial relaxation of government controls on theatre building and, barring a last-minute change, will announce this late next week.

At present, the new policy is scheduled to be made public next Thursday in a speech before the U. S. Chamber of Commerce by NPA Administrator Henry Fowler.

The present thinking, as previously reported by MOTION PICTURE DAILY, is to eliminate the current prohibition on theatre construction projects and instead put them and other entertainment projects in the same category as stores, restaurants and other commercial building. This means that would-be theatre builders could write their own priority tickets for limited amounts of building materials and

(*Continued on page 4*)

'Borderline' Films Are Out: Balaban

HOLLYWOOD, May 8.—"The day of the borderline picture is over," Barney Balaban, president of Paramount Pictures, declared here today in an address before the concluding meeting of company studio and sales executives.

"With a selective market anxious for pictures of merit," Balaban ex-

(*Continued on page 6*)

Media Guarantee Is Regarded Certain

Washington, May 8.—Continuation of the government's information media guarantee program now seems certain. The House Foreign Affairs Committee has followed the lead of the Senate Foreign Relations Committee and included in its foreign aid bill a provision to continue the guarantee program under whatever agency the President names. Both House and Senate foreign aid bills now have such a provision.

William Fox Dead

William Fox, founder of the former Fox Film and Theatre companies, predecessors of the present 20th Century-Fox company, died in Doctors Hospital here yesterday morning following a lengthy illness. He was 73 years old.

Fox, who had been in semi-retirement for the past 22 years, entered the hospital nearly a year ago. At various times since, his condition was described as "critical," but he staged several successive rallies, leading his physicians to hold out hope for his recovery until recently.

Funeral services will be held Sunday at 2:30 P.M. in the Universal Chapel, 52nd Street and Lexington Ave. Burial will be in Cypress Hills Cementery.

Surviving are his widow, Eva, and two daughters, Mona and Belle.

The Story of William Fox

[The accompanying photograph of William Fox, who was averse to having his picture taken, was made in the early days of his career.]



BORN in Hungary in 1879, Fox was brought to New York City in infancy, entering the motion picture business here in 1904 as manager of a penny arcade, after a period in the textile business. He added several nickelodeons, then bought two motion picture houses in New York.

In 1908 he became a member of the exhibition firm of Fox, Moss and Brill. His partners were B. S. Moss and Sol Brill. Through this association he entered distribution by organizing a film exchange, the Greater New York Film Rental Co., acquiring the services of the late Winfield R. Sheehan, who later headed his production activities and the Fox West Coast studios for nearly 20 years.

In 1913 he organized the Box Office Attraction Co., to produce his own pictures, while continuing as a distributor of other producers' films and extending his theatre holdings.

He organized Fox Film Corp., which absorbed Box Office Attractions, on Feb. 1, 1915, and expanded it into a major production, distribution and exhibition organization. Film exchanges were established in a

(*Continued on page 6*)

German Leaving Universal Board

The resignation of William J. German as a member of the board of directors of Universal Pictures was disclosed here yesterday by Nate J. Blumberg, president, following a meeting of the board.

Pressure of personal business was given as the reason for German's resignation, which was accepted "with deep regret" by Blumberg.

(*Continued on page 4*)

Picker Cites U. A. Progress in Europe

Following a seven-week trip that took him to England, France, Italy, West Germany, Sweden, Norway and Brazil, Arnold Picker, United Artists' vice-president in charge of foreign operations, reported here yesterday that the company is making rapid strides in bookings and earnings in all of those countries.

He reported also that the Brazilian

(*Continued on page 4*)

M-G-M Lists 83 Titles at Coast Meeting

19 Features Completed, 11 in Work, Says Schary

HOLLYWOOD, May 8.—Top exhibitors of the country and trade press representatives today heard Dore Schary, Metro-Goldwyn-Mayer's production vice-president, report on 83 pictures which he said are due from the studio by Jan. 1, 1954. Nineteen of the productions are completed and ready for release, 11 are in production and 53 are in active preparation.



Dore Schary

The occasion was the opening session of the company's "Seeing-Is-

(*Continued on page 4*)

Bordonaro Wins $7,500 Verdict

BUFFALO, May 8.—The Bordonaro Brothers Theatre Corp. of Olean, N. Y., today won a $7,500 jury verdict in Federal Court here against RKO Pictures, Paramount Pictures, and Warner Brothers Circuit Management Corp.

The plaintiffs sued for $53,864 in damages, charging that the three defendants conspired to withhold first-

(*Continued on page 4*)

Elect Sol Siegel SPG President

Hollywood, May 8.—Sol Siegel has been elected president of the Screen Producers Guild, succeeding William Perlberg.

Also elected were Arthur Hornblow, Jr., first vice-president; Sol Lesser, second vice-president; Pandro Berman, third vice-president; Carey Wilson, secretary; Buddy Adler, treasurer, and Walter M. Mirisch, assistant treasurer.

Personal Mention

MAURICE A. BERGMAN, Universal director of public relations, currently on an Ohio speaking tour in behalf of the Council of Motion Picture Organizations, will address the Shriners at their luncheon in Akron today. Arrangements for the talk were made by FRANK HENSON, Loew's theatre manager there.

•

NORBERT ALLEN AUERBACH of Columbia's Paris office, was married yesterday to MISS INES SOLITA SAPORTA. The groom is the son of producer JOSEF AUERBACH.

•

HAROLD WIRTHWEIN, Western sales manager for Monogram-Allied Artists, will leave Hollywood over the weekend on a two-week tour through the Midwest.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, and his wife have returned to Hartford from a Miami Beach vacation.

•

BASIL HOLDEN, chief accountant for M-G-M studios in Britain, will leave here by plane tomorrow for the Coast.

•

MATT SAUNDERS, manager of Loew's Poli in Bridgeport, will be in Washington today from that city.

•

JOYCE O'HARA, Motion Picture Association of America vice-president, is in New York from Washington.

•

ARTHUR HORNBLOW, JR., M-G-M producer, has returned to the Coast from Chicago.

•

CECIL B. DEMILLE will arrive here from the Coast May 17.

See 'Nellie' Premiere Swelling Population

HUTCHINSON, Kan., May 8.—Preparations being made for the opening here on Wednesday of "Wait 'Til the Sun Shines, Nellie," are expected to result in the population of this town swelling from 35,000 to over 250,000. Stars of the film, Jean Peters, Helene Stanley and Hugh Marlowe, along with producer George Jessel and director Henry King, will arrive Tuesday evening.

Since the film spans the period of 1895-1945, one of the highlights of the city's participation will be the lowering of prices by merchants to the levels of 1902. Lynn Farnol, musicologist Dr. Sigmund Spaeth and TV artist John Gnagy, all from New York, will participate in events.

Louis Schenck, Kin Of Film Heads, Dies

Marvin H. Schenck, vice-president of Loew's and M-G-M studio executive, arrived here from the Coast yesterday to attend funeral services for his father, Louis, 82, brother of Nicholas and Joseph Schenck. Services will be held today at Park West Funeral Chapel. He died on Tuesday.

NPA Again Delays Color TV Changes

Washington, May 8.—National Production Administrator Henry Fowler, asked at a press conference today about possible changes in NPA's color television order, said he would again have to promise a decision "next week." He said he hoped this prediction would be better than his previous "next week" predictions. All indications are that the ban will be removed completely on theatre color television and that home color TV will be allowed if the company can prove its production of color sets will not interfere with defense production.

Sol Lesser in New Partnership Deal

HOLLYWOOD, May 8.—Formation of Sequoia Productions, to make two pictures a year for three years, was announced here by Sol Lesser, with Jules Levy, Arthur Gardner and Arnold Laven as partners. The latter three were producers and director, respectively, of "Without Warning," in which Lesser recently purchased an interest and set up for United Artists release. The trio will function in the same capacities on the new company's product.

The first picture under the Sequoia banner will be "Harness Bull," from a novel by Leslie T. White.

FCC Recesses Para. Hearing Until Mon.

WASHINGTON, May 8.—The Federal Communications Commission's Paramount hearing recessed today until Monday, when A. H. Blank, United Paramount Theatres director, is expected to testify.

Arthur Levey, Skiatron head and former Scophony Corp. of America president, will pick up his testimony when Blank's appearance — which is expected to take several days — is concluded.

Upset B. & K. Decision

CHICAGO, May 8. — The Illinois Court of Appeals today reversed a decision by Judge Harrington of the Circuit Court of Cook County which ordered Balaban and Katz to buy the Congress Theatre building for a sum of $625,000. B. and K. still are leasing the theatre from the landlord. The case may be appealed to the Supreme Court of Illinois by the plaintiff if they wish to contest the decision of the Appelate Court.

Tenn. TO to Meet June 4

NASHVILLE, May 8. — The annual membership meeting of the Tennessee Theatre Owners Association, a Theatre Owners of America regional, will be held here June 4-5. Dick Pitts, TOA's acting executive director, will come from New York to address the gathering.

Cites Reels' Value to MPA

While newsreels are the shortest item on a theare program, they are nevertheless "long on value and importance," David Katz, executive director of New York's Roxy Theatre, asserted yesterday in a report to the Motion Picture Association of America.

Katz, who operates one of the largest theatres in the world, recently added seven more minutes of newsreel footage to bring the total average newsreel running time on the Roxy screen to 15 minutes per program.

"My decision to step up the newsreel footage," said Katz, "was based on my observation over a long period that an overwhelming number of our patrons want newsreels and will go out of their way to attend theatres that show them.

"Even though the Roxy has solid enough program elements, including a stage show, feature picture and an occasional short subject, we regard the newsreel as indispensable.

"The theatre newsreel is an important service to movie patrons because it brings them the spot news as it happens all over the world, visually and factually, and in a manner unsurpassed by any other medium. It stimulates their interest and imagination in the headline events of the day.

"More than that, it lends spice and variety to the program. When the newsreel comes on, it's the point where the make-believe of the feature film ends, and reality begins," Katz concluded.

Hutton At Palace Hits $188,830

With tonight's performance, Betty Hutton is slated to complete a record-breaking four-week engagement at the RKO Palace here, rolling up a big $188,830 gross for the period, RKO Theatres reported yesterday. Palace officials expect a return engagement.

Beginning tomorrow morning, the Palace will install a summer policy of eight acts of vaudeville and a feature film.

'Life' Features Story About N. E. Variety

BOSTON, May 8.—The first national magazine break given to a Variety Club charity appeared in *Life* magazine this week. *Life* devoted a feature story lay-out of the work being done by the Variety Club of New England, and the motion picture industry for the Children's Cancer Research Foundation and the Jimmy Fund Building.

Citation for Buckner

WASHINGTON, May 8. — Producer Robert Buckner will be given a citation for his film, "Bright Victory," at a Davidson College alumni banquet here tomorrow. Buckner, a Davidson alumnus, will be honored along with other Davidson graduates, including General Brooke Allen, chief of the Army Air Corps film service, and Joseph McConnell, NBC head.

Fr. Masterson To Rank of Monsignor

Cardinal Spellman, Archbishop of New York, announced yesterday that Pope Pius had elevated Rev. Patrick J. Masterson, executive secretary of the National Legion of Decency, to the rank of Very Reverend Monsignor.

UA 'Collarites' Win $5 Wage Increase

The United Artists management has agreed to a $5 per week across-the-board pay increase, retroactive to last Jan. 1, for its 130 home office "white collar" workers under a new contract with IATSE Motion Picture Home Office Employes Local No. H-63, Russell M. Moss, the local's executive vice-president reported here yesterday.

September, 1953, is expected to be made the expiration date of the new pact, which, according to Moss, will include increases in minimum hiring rates, severance pay clauses and other benefits.

Kurtz Heads Lopert's Booking and Buying

William Kurtz has been appointed general manager in charge of booking, buying and operations of Lopert Theatres by I. E. Lopert, president. The post is a new one.

Kurtz will handle the buying and booking for the Playhouse and Dupont theatres in Washington, the Zeigfeld in Chicago, and the Scoop in Louisville.

Kurtz was formerly with Paramount Theatres in an executive capacity with the road show department. He was later associated with Arthur Mayer at the Rialto in New York and for the past four years was with United Booking, in charge of the operation of the National Theatre in Washington.

HELP THE CEREBRAL PALSY CAMPAIGN.

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PEARL BAILEY
BUDDY BAER
HERBIE FIELDS AND HIS ORCHESTRA
Extra! LARRY STORCH
Midnight Feature Nightly

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Spain Is Prone to Remit Film Earnings

MADRID, May 8. (By Cable)—Now that Spain has signed a film agreement with American motion picture distributors, Spanish officialdom reportedly "will do its best" to see that earnings under the agreement are unblocked as rapidly as possible.

This does not mean, however, that the Spanish government has any inclination to conclude a remittance agreement with U. S. companies, it was pointed out. All U. S. earnings have been completely frozen in this country for some time.

What the indicated attitude of the Spanish government does mean is that it will, at its own discretion from time to time, convert into dollars for remittance some of the American companies' earnings.

Apart from this direct conversion, the Franco regime is said to be willing also to allow American distributors to achieve remittances through the kind of compensation deals they have succeeded in closing with commodity suppliers in other countries.

U. A. Progress

(*Continued from page* 1)

quota law requiring that one domestic picture be shown in theatres for every eight imported pictures shown has been suspended pending a court test of the law's constitutionality.

UA has closed a deal with C.-B. Films of Spain making that firm the exclusive outlet for the company's releases in that country, Picker said.

Europe brings UA between 25 and 30 per cent of the company's earnings in all foreign countries, according to Picker. He cited "The River," "High Noon" and "Cyrano de Bergerac" as UA releases which have been doing exceptionally good business in European countries.

Bordonaro Wins

(*Continued from page* 1)

run films from the Palace Theatre at Olean.

Francis T. Anderson, of Philadelphia, the plaintiff's attorney, has not made any motion to appeal the amount of the award. He has 10 days in which to make such a motion.

In a similar action four years ago, which took in the period from 1930 to 1946, the plaintiff won an award of $104,498 from the same defendants. The present case covered the period from September 1946 to March 1948.

UA to Release 'Moon Is Blue'

United Artists in 1953 will distribute the film version of the Broadway play, "The Moon Is Blue," written by F. Hugh Herbert and produced and directed by Otto Preminger, it was disclosed here yesterday by Arthur B. Krim, UA president.

Herbert and Preminger will coproduce the film.

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M-G-M Lists 83 Titles

(*Continued from page* 1)

Believing" product screenings and discussions on six new features, at the studio, where M-G-M is host to 100 top showmen from Coast-to-Coast, representing some 10,000 theatres, and members of the trade press.

Thirty-nine of the 83 productions listed will be in color, the majority in Technicolor, some others in the new Ansco color.

"Such long-range plans offer powerful evidence of the faith of our company's officials in the future of the picture industry," Schary stated. "The investment in such a production program is obviously tremendous and I can think of no greater demonstration of confidence in the future of any business."

Pays Tribute

Schary paid tribute to the M-G-M executive production staff, citing E. J. Mannix, Ben Thau, L. K. Sidney, J. J. Cohn, Lawrence Weingarten, Kenneth MacKenna, Marvin Schenck and Charles Schnee. The latter, latest to join the studio's executive staff, was singled out for doing "a splendid job with the young producers."

The production vice-president listed the following features as having been completed, in work, or in preparation:

THE NAKED SPUR, Technicolor, starring James Stewart, Robert Ryan, Janet Leigh, Ralph Meeker, produced by William H. Wright, directed by Anthony Mann; NEVER LET ME GO, Clark Gable, produced by Clarence Brown, directed by Delmer Daves; YOUNG BESS, Technicolor, Stewart Granger, Jean Simmons, Charles Laughton, produced by Sidney Franklin, directed by George Sidney; JULIUS CAESAR, Technicolor, produced by Houseman; THE MAKING OF A MARINE, Ansco, produced by Dore Schary; THE STUDENT PRINCE, Technicolor, Mario Lanza, produced by Joe Pasternak, directed by Curtis Bernhardt; SMALL TOWN GIRL, Technicolor, Jane Powell, produced by Pasternak, Leslie Kardos directing; THE SOBBIN' WOMEN, Technicolor, produced by Jack Cummings. VAQUERO, Technicolor, produced by Stephen Ames; ALL THE BROTHERS WERE VALIANT, Technicolor, Robert Taylor, Stewart Granger, produced by Pandro S. Berman; BRIGADOON, Technicolor, Gene Kelly, Kathryn Grayson, produced by Arthur Freed.

'Valiant' in Color

Also, PRINCE VALIANT, Technicolor; THE GIRL WHO HAD EVERYTHING, Elizabeth Taylor, William Powell, produced by Armand Deutsch; JUMBO, Technicolor, Red Skelton, Donald O'Connor, Debbie Reynolds, produced by Roger Edens; LATIN LOVERS, Technicolor, Lana Turner, Fernando Lamas; produced by Pasternak. THE LONESOME GAL, produced by Nicholas Nayfack; SOMBRERO, Ansco, Pier Angeli, Ricardo Montalban, Vittorio Gassman, Cyd Charisse, produced by Cummings, directed by Norman Foster; DANGEROUS WHEN WET, Technicolor, Esther Williams, Fernando Lamas, Marjorie Main, Carleton Carpenter, produced by George Wells, Charles Walters directing; APACHE TRAIL, Gilbert Roland, produced by Hayes Goetz, directed by Harold Kress; REMAINS TO BE SEEN, Debbie Reynolds, produced by Arthur Hornblow, Jr.; JEFFERSON SELLECK, Spencer Tracy, produced and directed by Joseph Mankiewicz; YEARS AGO, Spencer Tracy, Debbie Reynolds, directed by George Cukor, produced by Lawrence Weingarten.

Also, ROSE MARIE, Technicolor, produced by Hornblow, directed by Mervyn LeRoy; BATTLE CIRCUS, produced by Pandro S. Berman, Richard Brooks directing; MY MOTHER AND MR. MCCHESNEY, Greer Garson, produced by Edwin H. Knopf. CAPTAIN QUICKSILVER, produced by Deutsch; I'M FROM MISSOURI, Technicolor, Gene Kelley, Danny Kaye, produced by Freed; HOUSE OF SEVEN FLIES, produced by Wright; BEAU BRUMMEL, Technicolor, starring Stewart Granger, produced by Sam Zimbalist; CREST OF THE WAVE, Van Johnson, produced and directed by John and Roy Boulting; THE LAST WORLD, produced by Carey Wilson; MOONFLEET, produced by Wright; O, PROMISE ME, Technicolor, produced by Cummings.

Also, WIND FROM THE EAST, produced by Deutsch; ROBINSON CRUSOE, Technicolor, Stewart Granger, produced by Zimbalist; THE ROMBERG STORY, Kurt Kasznar, Technicolor, produced by Freed; THE SHERIFF OF SISKIYOU, produced by Ames; A STEAK FOR CONNIE, produced by Ames; I LOVE LOUISA, Technicolor, Fred Astaire, produced by Freed; INTERRUPTED MELODY, Technicolor, Lana Turner, produced by Cummings; INVITATION TO THE DANCE, Technicolor, Gene Kelly, Leslie Caron, produced by Freed, Kelly directing; MOGAMBO, Technicolor, Clark Gable, produced by Zimbalist; MONTES, THE MATADOR, Technicolor, Ava Gardner, Fernando Lamas, Ricardo Montalban, produced by Cummings; DREAM WIFE, produced by Sidney Sheldon.

Gardner in 'Flesh'

Also, FLESH AND THE DEVIL, Ava Gardner, Fernando Lamas, Ricardo Montalban, produced and directed by Brown; GIVE A GIRL A BREAK, Technicolor, Marge, Gower Champion, produced by Cummings; THE DESPERATE SEARCH, produced by Matthew Rapf; MEN DON'T CRY, produced by William Grady, Jr.; FAST COMPANY, produced by Henry Berman; RIPTIDE, produced by Sol Fielding; SEE HOW THEY RUN, produced by Fielding; CODE THREE, produced by Grady; THE MANY LOVES OF DOBIE GILLIS, produced by Arthur Loew, Jr.; SINGIN' IN THE RAIN; SCARAMOUCHE, Technicolor, Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, produced by Carey Wilson, directed by Sidney.

Also, IVANHOE, Technicolor, Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, produced by Berman, directed by Richard Thorpe; SKIRTS AHOY!, Technicolor, Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, produced by Joe Pasternak, directed by Sidney Lanfield; THE MERRY WIDOW, Technicolor, Lana Turner, Fernando Lamas, produced by Pasternak, directed by Curtis Bernhardt; LOVELY TO LOOK AT, Technicolor, Kathryn Grayson, Red Skelton, Howard Keel, Marge, Gower Champion, Ann Miller, produced by Cummings, directed by Mervyn LeRoy; BECAUSE YOU'RE MINE, Mario Lanza, Doretta Morrow, James Whitmore, produced by Pasternak, directed by Alexander Hall; CARBINE WILLIAMS, James Stewart, Jean Hagen, Wendell Corey, produced by Deutsch, directed by Thorpe; PAT AND MIKE, Spencer Tracy, Katharine Hepburn, Aldo Ray, produced by Weingarten, directed by Cukor; THE GIRL IN WHITE, June Allyson, Arthur Kennedy, Gary Merrill, produced by Deutsch, directed by John Sturges; ABOVE AND BEYOND, Robert Taylor, Eleanor Parker, James Whitmore, produced and directed by Melvin Frank and Norman Panama; THE ONE PIECE BATHING SUIT, Technicolor, Esther Williams, Victor Mature, Walter Pidgeon, David Brian, produced by Hornblow, directed by LeRoy; MR. CONGRESSMAN, Van Johnson, Patricia Neal, Louis Calhern, Sidney Blackmer, produced by Schary, directed by Robert Pirosh.

Johnson in 'Rome'

Also, WHEN IN ROME, Van Johnson, Paul Douglas, produced and directed by Brown; LETTER FROM THE PRESIDENT, Shelley Winters, Ricardo Montalban, Wendell Corey, Claire Trevor, produced by Stephen Ames, directed by William A. Wellman; THE DEVIL MAKES THREE, Gene Kelly, Pier Angeli, produced in Germany by Richard Goldstone, directed by Andrew Marton; GLORY ALLEY, Ralph Mecker, Leslie Caron, Kurt Kasznar, Gilbert Roland, Louis (Satchmo) Armstrong, produced by Nayfack, directed by Raoul Walsh; FEARLESS FAGAN, Janet Leigh, Carleton Carpenter, Keenan Wynn, produced by Edwin H. Knopf with Sidney Franklin, Jr., as associate, directed by Stanley Donen; HOLIDAY FOR SINNERS, Gig Young, Keenan Wynn, Janice Rule, produced by John Houseman, directed by Gerald Mayer; TALK ABOUT A STRANGER, George Murphy, Nancy Davis, Billy Gray, Lewis Stone, Kurt Kasznar, produced by Richard Goldstone, directed by David Bradley; PLYMOUTH ADVENTURE, Technicolor, Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Dawn Addams, produced by Schary, directed by Brown; PRISONER OF ZENDA, Technicolor, Stewart Granger, Deborah Kerr, James Mason, Louis Calhern, Jane Greer, produced by Berman, directed by Thorpe; THE STORY OF THREE LOVES, Technicolor, Leslie Caron, Farley Granger, Ethel Barrymore, Zsa Zsa Gabor, Paula Raymond, Ricky Nelson in MADEMOISELLE, produced by Franklin, directed by Minnelli; Moira Shearer, James Mason, Agnes Moorehead in THE JEALOUS LOVER, produced by Franklin, directed by Gottfried Reinhardt; and Pier Angeli and Ricardo Montalban in EQUILIBRIUM, produced by Franklin, directed by Reinhardt.

Also, TRIBUTE TO A BAD MAN, Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame, Gilbert Roland, produced by John Houseman, directed by Minnelli; LILI, Technicolor, Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Kurt Kasznar, Zsa Zsa Gabor, produced by Knopf, directed by Charles Walters; I LOVE MELVIN, Technicolor, Donald O'Connor, Debbie Reynolds, produced by George Wells, directed by Don Weis; TIME BOMB, Glenn Ford, Anne Vernon, produced by Richard Goldstone, Ted Tetzlaff directing; ROGUES' MARCH, Peter Lawford, Richard Greene, Janice Rule, Leo G. Carroll, produced by Leon Gordon, directed by Allan Davis; SKY FULL OF MOON, Carleton Carpenter, Jan Sterling, produced by Franklin; EVERYTHING I HAVE IS YOURS, Technicolor, Marge and Gower Champion, Dennis O'Keefe, Monica Lewis, produced by George Wells, directed by Robert Z. Leonard; YOU FOR ME, Peter Lawford, Jane Greer, Gig Young, produced by Henry Berman, directed by Don Weis.

Right of Paper to Refuse Ads Upheld

URBANA, O., May 8.—The legality of a newspaper refusing to accept advertising at its discretion was upheld by Judge David S. Porter in Common Pleas Court here in the case of the Skyhigh Drive-in vs. the Urbana *Daily Citizen,* based on the newspaper's having turned down advertising offered by the theatre.

"A newspaper is not a business affected with the public interest in a manner similar to a utility organization," the court held, adding that the refusal was not predicated on the nature of the advertising text, but rather because it would injure the business of other theatres operating within the county.

The theatre company contends that the advertising was refused because its operation is in competition with the two regular theatres here and a drive-in in the area, and that the newspaper's action constitutes "an unlawful restraint of trade."

The case, believed without precedent, will be appealed to the U. S. Supreme Court, if necessary, the plaintiffs said.

German Leaves

(*Continued from page* 1)

German distributes Eastman Kodak motion picture raw stock.

A company spokesman declined to comment on the progress, if any, of the proposed merger plan between Universal and Decca Records, which holds the principal stock interest in the film company.

Awaiting Daff's Return

It appeared likely that company officials are awaiting the return of Alfred Daff, vice-president in charge of world sales. Daff is due to return from Britain Monday, when he is expected to brief company officials on the meetings in London between Milton R. Rackmil, Decca president, and J. Arthur Rank, who owns 134,375 shares of Universal stock. It is understood that Raskmil may have attempted to revive efforts to purchase Rank's stock.

Theatre Building

(*Continued from page* 1)

would stand a better chance of getting NPA priority for larger amounts of materials.

At present, commercial builders can write their own priorities for up to five tons of carbon steel and up to 200 pounds of copper or 100 pounds of aluminum per project per quarter. Moreover, there is talk that these amounts may be increased.

The effective date of the change is not yet known. The most common guess is July 1, but some officials indicate that the new policy might be made effective even sooner.

A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley publications —because I have solid confidence in them."

The "solid confidence" of the industry . . . we firmly believe that to be the greatest asset any trade publication can possess . . . That has been the unswerving aim of Quigley Publications for more than a third of a century.



ROCKEFELLER CENTER
NEW YORK

QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD • MOTION PICTURE DAILY
BETTER THEATRES • THEATRE SALES
MOTION PICTURE ALMANAC • FAME

Rise in Top Product Noted

A "striking increase" was marked during the past year in the number of outstanding motion pictures released, according to the annual survey of films previewed and rated by the motion picture committee of the General Federation of Women's Clubs.

The committee, which evaluates films for the film-going guidance of the organization's 11,000,000 members, recommended a total of 146 pictures of those shown in theatres from April, 1951, to April, 1952.

The appraisals are based on the artistic and entertainment merits of each film as well as on its social values.

The committee's double-star ratings, denoting films of exceptional merit, went to 54 of the 146 recommended films—an increase of 13 in the number which received this distinction during the previous year. An additional 48 subjects were awarded single-star ratings, compared with 37 films in that category in 1950-51.

2 Good Films A Week

"The 102 double and single-starred films which met or surpassed the critical standards of the preview committee provided American filmgoers with an average of two exceptionally good films for every week of the year," it was said.

In her report of the Committee's findings, Mrs. Dean Gray Edwards, motion picture chairman, observed that the noteworthy improvement in the quality and quantity of outstanding films "offers gratifying evidence that motion picture producers, through the theatres of the nation, are bringing to American families a richer and more abundant variety of choice motion picture entertainment than ever before."

Italy Again Puts Off Tax on US Firms

A further postponement, this time an "indefinite" one, has been won by American distributors from the Italian government in the levying of its so-called turn-over tax which "for many years" Italy has been planning to impose on the companies' deals in that country, it was reported yesterday in film export circles here.

Last March, when Italy surprised the American companies with plans to levy the tax at once, the companies succeeded in getting government officials in Rome to agree to extend the deadline to May 30. The "indefinite" postponement was won early this month, it was said.

Coyne Due for a Busy Promotional Week

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, every day next week will address civic groups and clubs in one or more Virginia cities. His topic: the motion picture industry.

Coyne's itinerary will take him to Buena Vista, Monday; Waynesboro, Tuesday; Woodstock, Wednesday, Font Royal, Wednesday; Staunton and Winchester, Thursday, and Font Royal again on Friday. He will be back in New York on the following Monday.

Review

"Outcast of the Islands"

(*London Films-United Artists*)

THE degradation of a man is the basic theme of this Carol Reed production. The locale is first an exotic port in the Far East and then an island off Ceylon. The cast includes top British talent, including Sir Ralph Richardson, Trevor Howard, Robert Morley and Wendy Hiller.

The outcome of mixing the above ingredients is a sturdy adventure yarn which should leave most customers satisfied. There are weaknesses in the production stemming mainly from some overlong dialogue and scenes.

However, the compensations are many. Special credit should be given to photographer John Wilcox for capturing the exciting land of the East. There are memorable bizarre incidents such as the wild revenge of Howard against his protagonist and a jungle birthday party. In addition, Kerima, an Algerian beauty is introduced.

It is Kerima, a native girl, who proves to be Howard's final undoing. Howard, an ambitious, shifty character, is befriended by Sir Ralph, a distinguished sea captain. He is taken by Sir Ralph to the captain's secret island trading post to hide from port police who are seeking Howard for embezzlement. While at the trading post, Howard, bored with his existence and embittered against Sir Ralph's agent, Robert Morley, falls in love with Kerima.

The relationship drives Howard into his final treachery of revealing the secret route to a rival trader. Hounded by his conscience and the fear of retribution, Howard seeks refuge up the river. There he is found by Sir Ralph who instead of shooting Howard as he intended, leaves him alone with Kerima to ponder his own treachery amid the wild, unfriendly elements.

Carol Reed produced and directed, from a screenplay by William Fairchild, based on a story by Joseph Conrad. Others in the cast include George Coulouris, Wilfrid Hyde-White, Frederick Valk and Betty Ann Davies.

Running time, 93 minutes. General audience classification. Release date, not set.

MURRAY HOROWITZ

William Fox Dead

(*Continued from page* 1)

dozen cities at the outset, later expanding into the national distribution setup which persists to this day.

In 1917, the company moved its production organization to Sunset Studios in Hollywood. With the advent of sound in 1926, Fox sponsored the Movietone sound-on-film system, pioneered by Theodore Case and Earl I. Sponable.

In 1929 Fox purchased the controlling interest in Loew's, Inc., for $44,000,000, which carried with it control of M-G-M as well, but the government refused to approve the deal. By another deal made in that year he purchased a 45 per cent interest in Gaumont British, at that time the most important producing, distributing and exhibition organization in Great Britain.

In 1930, he became involved in a long-drawn out struggle for control of Fox with financial interests, headed by Chase National Bank, directing a reorganization. The bank named Harley L. Clarke, Chicago public utility magnate, president, to succeed Fox.

Fox actually started to lose control of his enormous interests in the industry early in December, 1929, when, faced by short-time financing obligations, said at the time to have approximated $100,000,000, he consented to the creation of a trusteeship committee to cooperate with him in working out the business and financial affairs of his many enterprises. The committee was composed of Harry Stuart of the Wall Street firm of Halsey, Stuart and Co.; John E. Otterson of Western Electric's Electrical Research Products, and Fox. Within a week, Stuart and Otterson, holding voting power on the committee, were in complete control of the Fox companies. The control was contested for weeks by Fox and various financial and stockholder interests until, finally, the Chase Bank acquired control of the Fox film empire in the spring of 1930.

Mostly since then he was inactive in the industry, though maintaining contact through American Tri-Ergon Corp., a holding company for sound patents. In 1944 he opened offices in New York and announced that he would again become active by reentering production and distribution but after unsuccessful efforts to line up product he again went into retirement.

Despite failing health in recent years, Fox was general manager of Mitchell Camera Corp. of Glendale, Cal.

He is regarded as one of the real pioneers who raised the industry to its integrated status of the late 1920's by acquiring theatres as assured outlets, to protect expanding production investments and, later, protecting theatre investments with an assured product supply. It was during his tenure, also, that Fox Film Corp., along with other leading companies in the industry, shortly after World War I, made American motion picture distribution a worldwide operation by the expansion of distribution facilities and organization throughout the world.

Quality Rules, Says Hartman

HOLLYWOOD, May 8.—Emphasis on quality production was enunciated here today by Don Hartman, Paramount production head, at the company's current week-long sales and merchandising conference.

Hartman said the policy of quality will rule all production with full consideration to be given to such showmanship values as the best stories and scripts, pre-sold properties, starring combinations and top direction.

Today's meeting was presided over by Y. Frank Freeman, vice-president and studio head. Also participating in the session were Barney Balaban, president of Paramount Pictures Corp., A. W. Schwalberg, president of Paramount Film Distributing Corp., and other distribution executives. Additional production officials who attended were Jacob H. Karp, D. A. Doran, William Meiklejohn, John Mock, Luigi Luraschi and Sam Frey.

Balaban left here tonight for New York. Schwalberg will entrain Sunday. Pickman will stay over for additional conferences. Russell Holman and Sid Blumenstock will leave tomorrow.

Balaban Says

(*Continued from page* 1)

plained, "it is the job of our company to exercise the greatest selectivity in the stories we film and to consider nothing but projects of unusual merit, with 100 per cent appeal. This is the yardstick which must be applied to every production Paramount will make."

It was this yardstick, Balaban continued, which was used on the 32 productions previously scheduled for release between July 1952 and December, 1953. In addition, Balaban announced that 17 new productions have been approved for 1954.

The Paramount president also revealed that as a result of the new policy, it had been decided that certain other pictures contemplated for production would be held up for "retooling," to increase their box-office potential. In addition, five previously contemplated projects have been abandoned, Balaban added.

Balaban, expressing his satisfaction with the outcome of the combined four-day conference of sales and production executives, indicated that similar meetings will be held several times yearly.

The 17 new productions listed include:

THE PARSON OF PANAMINT, color by Technicolor, starring Alan Ladd; Mel Epstein producing; ROSALIND, starring Audrey Hepburn; Julian Epstein to direct; Pat Duggan producing; THE SHAMROCKS ARE COMING, produced by Robert Emmett Dolan; BABYLON REVISITED, Julius Epstein directing; Bernard Smith producing; COUNTRY GIRL, to be produced by William Perlberg; George Seaton directing.

Also, FOLLOW THE RAINBOW, Technicolor; Donald O'Connor and Rosemary Clooney; William Hammerstein producing; ADOBE WALLS, Technicolor; producer, Pat Duggan; THE NEW HAVEN STORY, produced by Robert Emmett Dolan; THE PERSIAN GULF, producer, Joseph Sistrom; LEGEND OF THE INCA, producer, Mel Epstein; TURMOIL, producer, at Duggan; PAPA'S DELICATE CONDITION, Burton Lane producing; MIDNIGHT AT THE PENTAGON, directed by Jerry Hopper, produced by Irving Asher; MAURICE GUEST, producer, Bernard Smith.

The following three additional pictures in Technicolor are on the Pine-Thmoas production slate: SANGAREE, Edward Ludwig to direct; THOSE SISTERS FROM SEATTLE, and LOST TREASURE OF THE ANDES.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 92 NEW YORK, U. S. A., MONDAY, MAY 12, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WITH the death of William Fox last week one of the most fabulous careers in the industry's history ended. The patterns of business expansion, some of which Fox introduced, helped shape the industry in its period of greatest growth, after the first World War.

The 14 years of Federal litigation in the industry now drawing to a close have, it is true, rendered obsolete much of the pattern established or followed by Fox. But his influence and that of a few of his contemporaries, who were the real pioneers of the industry, are with us still. Even though he had arrived in the industry in its infancy, he helped to sever the links with the peep-show past and to bring motion pictures and theatres to a world-wide financial and industrial stature.

Whether his ambition was his undoing, or the worldwide financial debacle of the early 1930s, the decline of his personal fortunes thereafter was as sure and complete as had been his ascendancy. Throughout his last 20 years in eclipse, he never lost the determination to return to the industry and become again one of its top powers. He not only wanted to prove something but he felt, rightly or wrongly, that the cards had been stacked against him, and he had a fight remaining to be fought. Failing health, the years and, of course, lack of resources, prevented him from starting the come-back effort.

But much of what he built was solid. It remains.

• •

MGM's 100 exhibitor guests, having attended the "Seeing Is Believing" studio screenings and merchandising conferences, today are returning, burdened with good news and enthusiasm, to their headquarters in all parts of the country. It is a sure bet they are feeling better about things in general and their own outlook, in particular, after partaking of the evidence of MGM's confidence, backed by its investment in the future.

Recent experience has shown that there is good business to be done with good pictures these days. M-G-M's exhibitor guests now have the evidence of their eyes that business-getting product is what's being made today.

Warner Launches Kalmenson Sales Drive on June 1

A major sales drive, covering the 17-week period from June 1 to September 27, has been slated by Warner Brothers, designated as "The Ben Kalmenson Drive," in honor of the company's distribution vice-president.

The drive will embrace 12 principal Warner pictures. There will be a total of $35,400 in prizes for district and branch managers and other sales personnel in the U. S. and Canada.

Described as a unique aspect of the drive are the gifts to be offered also by Warner stars John Wayne, Randolph Scott, Ronald Reagan, Gordon MacRae, Gary Cooper, Eddie Cantor, Steve Cochran, Burt Lancaster, Frank

(*Continued on page* 4)

Chi. Ruling Sets Off Distributor Action

CHICAGO, May 11.—A ruling by Judge Walter Lindley of the Circuit Court of Appeals here in the Shiffman Oil Co. vs. Texaco Co. case upholding the State of Illinois two-year statute of limitations in anti-trust suits filed under the Sherman Anti-Trust Act has precipitated a series of actions on the part of the defendants in theatre anti-trust suits here.

Attorneys Sam Block, representing Paramount Pictures, and Bryson

(*Continued on page* 4)

Daff Elected to Universal Board

The election of Alfred E. Daff, vice-president and director of world sales of Universal Pictures, to the company's board of directors, was announced at the weekend by N. J. Blumberg, president.

Daff, who is due here today from London, fills the vacancy caused by the resignation of William German because of a pressure of personal business.

Rackmil and Rank Extend Meetings on Univ.-Decca Merger

By PETER BURNUP

LONDON, May 11.—Official comment on possible results was lacking as the first of a series of meetings between Milton Rackmil, Decca Records president, and J. Arthur Rank came to a close here at the weekend.

Subject of the meetings is the possible merger of Decca with Universal Pictures, in which Rackmil now owns a controlling interest and Rank, former largest Universal stockholder, now occupies a secondary position. Nevertheless, Rank's attitude toward the projected merger is important as his British distribution agreement

(*Continued on page* 4)

"The Quiet Man"

(*Argosy Prod.—Republic Pictures*)

IN "The Quiet Man" you are given something off the beaten track in story, acting, setting and general production excellence. To this reviewer it looks like it has box-office, big box-office, written all over it. Different as it is, fine as it is in all departments, it is difficult to imagine audiences anywhere not being charmed as well as thoroughly entertained by some or all of its excellent dramatic facets, its unusually attractive production assets, and the outstanding work of a wonderful cast from top to bottom.

John Wayne, voted the top box-office star by exhibitors for two years running in the *Motion Picture Herald-Fame* annual polls, is cast in a different role in "The Quiet Man." Under the distinguished direction of John Ford, he acquits himself with distinction as a romantic principal in a turbulent courtship with Maureen O'Hara, as a hot-tempered Irish lass. And in a running feud with Victor McLaglen, as Miss O'Hara's brother, Wayne fulfills every promise his name holds out to his legion of action fans.

Barry Fitzgerald contributes his best performance since "Going My Way," and there will be many who will rate it better than that one. As a marriage broker, impromptu bookmaker and homely philosopher to the small Irish village in which the action is staged, Fitzgerald has numerous opportunities to inject his fine humor, from the broad to the subtle variety, and to the certain delight of audiences, he makes the most of every one of them.

In listing the assets of this fine production, high among them come the beautiful countryside of County Mayo, Eire, the setting of the story. Trans-

(*Continued on page* 4)

Exhibitors Hail M-G-M's 'Show-Me' Meet

$15-Million in Product Enthuses 100 Operators

By RED KANN

HOLLYWOOD, May 11.—Over 100 of the nation's top showmen, representing approximately 75 per cent of M-G-M's domestic revenue, began to pull out of Hollywood for their home cities today believing what M-G-M had brought them here to see.



Howard Dietz

This concentration of exhibitor power and prestige, one of the most unusual of its kind—and perhaps the most unusual in industry history—saw six attractions worth almost

(*Continued on page* 5)

Montague to Phila. Grievances Meet

PHILADELPHIA, May 11.—Abe Montague, vice-president and general sales manager of Columbia Pictures, agreed to appear here and reply to exhibitor complaints at a mass meeting sponsored by Allied Independent Theatre Owners of Eastern Pennsylvania May 20, Sidney Samuelson, president of the unit, told members in a bulletin. The invitation was extended to Montague at the last general meeting of Eastern Pennsylvania Allied. Following complaints of Columbia sales policy by exhibitors from this area a similar grievances meeting was held here several months ago with Al Lichtman, 20th Century-Fox sales head.

DuMont Engineers Take Strike Vote

A strike vote against DuMont's New York television station WABD has been taken by the membership of Television Broadcasting Studio Employes Union, Local 794, IATSE.

A deadline date of Wednesday was set for agreement on a new contract covering about 150 engineers and technicians employed by the TV station.

TNT Still After Robinson Bout

A second title bout—the Sugar Ray Robinson-Joey Maxim light heavyweight fight—is being sought for theatre telecasting by Theatre Network Television.

The Robinson-Maxim bout will be fought here at the Yankee Stadium on June 23, under the auspices of the International Boxing Club. Meanwhile, a decision on whether TNT will get the Jersey Joe Walcott - Ezzard Charles heavyweight champion bout, to be fought in Philadelphia June 5, is expected within a few days, according to an IBC spokesman.

Police Bar 'Latuko' In Newark Theatre

The African documentary, "Latuko," was confiscated by the Newark Police Department on Friday when the department carried out its threat to bar the film from the Embassy Newsreel Theatre in that city.

Arrested on a charge of showing an "indecent" film were the theatre manager, John Hart, projectionists Paul Kearney and George Stone. They were released on $1,000 bail each. The warrant was signed by Magistrate Cooper.

Following the arrest in the morning, the theatre played short subjects and newsreels, instead of a feature. A theatre spokesman said the action would be fought in the courts.

Meanwhile, in New York, efforts to reach Norman Elson, president of the Embassy circuit, were unavailing. A spokesman for Producers Representatives, distributors of the documentary, which is sponsored by the American Museum of Natural History, indicated that his firm would seek to avoid being involved in a court battle.

The Museum, in the meantime, has made no decision as yet whether it will re-edit the film in an effort to delete objectionable scenes, which were labelled "immoral" by New York State censors. The film failed to receive a Production Code Seal.

4 More Chesapeake Directors Reelected

In addition to the six directors of Chesapeake Industries, Inc. (formerly Pathe Industries) who were reelected to the board on April 30, the following four have also been reelected: Kenneth Browne, Max Roth, Henry Guild and William Daley.

Sees Mono. Week Success

Vice-president Morey Goldstein announced here that 72 per cent of the drive-ins in the U. S. and Canada have booked Monogram-Allied Artists product for use during "Monogram Drive-in Week," May 24-30. Goldstein said that on the basis of reports from exchanges he anticipates that 85 per cent of drive-ins will participate in event.

Personal Mention

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, is scheduled to leave here tomorrow with AL DAFF, distribution vice-president, for the company's sales meeting in Chicago. LIPTON will continue on to the Coast following the close of the meet.

•

LYNN FARNOL left here yesterday for Hutchinson, Kan., in connection with the "Wait Till the Sun Shines, Nellie" premiere there.

•

LEE KOKEN, RKO Theatres vending head, will return to New York today from a tour of the circuit's Upstate New York theatres.

•

JONAS ROSENFIELD, JR., director of public relations for Italian Films Export, is scheduled to return here by plane today from Rome.

•

LOUIS ASTOR, Columbia circuit sales executive, will leave here for Chicago Monday.

•

WILBUR SNAPER, president of National Allied, will return to New York tomorrow from the Coast.

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative for 20th Century-Fox, will return here today from the Coast.

•

MAURICE A. BERGMAN, Universal director of public relations, on an Ohio speaking tour for the Council of Motion Picture Organizations, will talk before the Rotary Club of New London at their luncheon here at noon and before the Lion's Club in Elyria at their dinner tonight. The New London date was arranged by CHARLES P. MEYER, manager of the Karolyn theatre, and the Elyria date by M. S. FRANKEL, manager of the Elyria theatre.

•

MARVIN H. SCHENCK, Loew's vice-president, left here over the weekend for the Coast after attending funeral services for his father.

•

R. E. WARN, manager of Westrex Corp.'s Hollywood division, has returned there from a visit to New York.

•

ARTHUR FREED, M-G-M director, left here Saturday for Paris.

Peck, Wyman Win 'Companion' Poll

Gregory Peck and Jane Wyman are the winners of the annual "Favorite Stars" poll of subscribers to the *Woman's Home Companion*.

Peck toppled Clark Gable from No. 1 spot, Gable taking second place this year. James Stewart, one of the top 10 for six years, still holds the No. 3 spot which he won in 1951. Cary Grant placed fourth. Spencer Tracy and Bing Crosby, former "big-four" favorites, rated fifth and sixth. Seventh to 10th place honors, respectively, were won by Gary Cooper, John Wayne, Robert Taylor—only newcomer to the select 10—and Walter Pidgeon.

The magazine's readers voted Shelley Winters a special award for her performance in "A Place in the Sun."

In winning first spot on the feminine side, Jane Wyman jumped all the way from 10th position last year. Others among the top 10 in this group are June Allyson, second place winner for the third year; Bette Davis, who held the No. 1 position last year; Claudette Colbert, up to fourth place, from fifth last year; Doris Day, fifth; Barbara Stanwyck, sixth; Joan Crawford, seventh; Irene Dunne, eighth; Greer Garson, ninth, and Ava Gardner, 10th.

2-Territory Opening For 'Brave Warrior'

A two-territory saturation booking of "Brave Warrior," to be kicked off by the world premiere at the Bison Theatre, Shawnee, Okla., on Wednesday, will place the film in more than 100 theatres in the Oklahoma City territory and in over 180 in the Indianapolis area. In addition, the feature will open in 22 neighborhood houses in Pittsburgh.

Release Dates for 16 Set by Paramount

HOLLYWOOD, May 11.—"With eight additional pictures sure fire box office potential, seven in Technicolor, Paramount's release schedule for the balance of the year is the best the company ever delivered," A. W. Schwalberg, president of Paramount Film Distributing Corp., declared here after setting release dates for 16 features, 11 in Technicolor, between now and New Year's.

At the same time, the company made it clear no letdown in its production and release schedule will take place in 1953, as was mistakenly inferred by some from earlier announcements.

Releases set for the remainder of the year are:

"Red Mountain," May; "Atomic City," "The Denver and Rio Grande," June; "Jumping Jacks," "Greatest Show on Earth," "Encore," July; "Carrie," "Son of Paleface," August; "Just for You," "Caribbean," September; "Somebody Loves Me," "Hurricane Smith," October; "Savage," "Turning Point," November; "Road to Bali," "Blazing Forest," December.

New Buying, Booking Combine for Pielow

MINNEAPOLIS, May 11.—Ralph Pielow, who recently resigned as 20th Century-Fox branch manager here, has organized a film buying and booking combine to service this territory.

First Pielow account is the Royal and Bay theatres at Ashland, Wis., operated by Frank Hann and his son, Frank, Jr. It is understood that he is also negotiating with the Miner circuit in Wisconsin, now serviced by Northwest Theatre Service.

Newsreel Parade

DEVELOPMENTS in the 1952 Presidential derby, the Marines' atom warfare games and sundry other events at home and abroad are presented in current newsreels. Complete synopses follow:

MOVIETONE NEWS, No. 39—Marines in atom warfare. Gross names "names." *Wasp* home with 61 of *Hobson* crew. Ike in Italy. American producers in Australia. Hindenburg disaster of 15 years ago. Title bout. Put-put boys try for tops.

NEWS OF THE DAY, No. 273—U. S. Marines in A-bomb test. *Wasp* home. New swim suits. Anzio today. Japan hails independence. Tito shows strength. Off to Movieland. New tips on self-defense.

PARAMOUNT NEWS, No. 76—Marines get A-bomb baptism. Ike's farewell to troops in Italy. Wedemeyer heads "Citizens for Taft." Happy Birthday, Mr. President! *Wasp* home.

TELENEWS DIGEST, No. 19-B—Hopes dim for Korea peace. Russell defeats Kefauver. Taft wins Ohio. British jet airliner. London bus in Hollywood. California swim suits. Toronto jiu-jitsu. Missouri trout fishing derby.

UNIVERSAL NEWS, No. 559—War dead at Anzio honored. Juliana's Anniversary. *Wasp* home. Military parade in Yugoslavia. A-bomb test. Heavenly bodies. Sports: soccer final, motorcycle climb.

WARNER PATHE, No. 78—Japanese independence day. New oil line in Iraq. Italian children at Anzio. Marines in A-bomb test. California swim suits. Maxim, Robinson sign for title bout. Defendo dampens dashing dans. Walking race in Baltimore.

Republic Stars to Aid 'Jeanie' Bow

PITTSBURGH, May 11. — The first commercial plane to land at the new Greater Pittsburgh Airport will carry a group of Republic stars who will attend the world premiere of "I Dream of Jeanie." The plane is scheduled to arrive May 31.

Among those scheduled to come from Hollywood are Ray Middleton, Bill Shirley, Eileen Christy and Muriel Lawrence. The premiere will be held at the Fulton Theatre on June 4, following festivities arranged in collaboration with the Pittsburgh Chamber of Commerce.

Waldman Resigns UA Sales Post

George Waldman has resigned as United Artists sales manager in the Upstate New York and New Jersey territory, William J. Heineman, UA vice-president in charge of distribution, announced at the weekend. No successor has been named as yet.

In announcing the resignation, Heineman paid tribute to Waldman's contributions to the success of UA's sales policies. Waldman said he would announce his plans shortly.

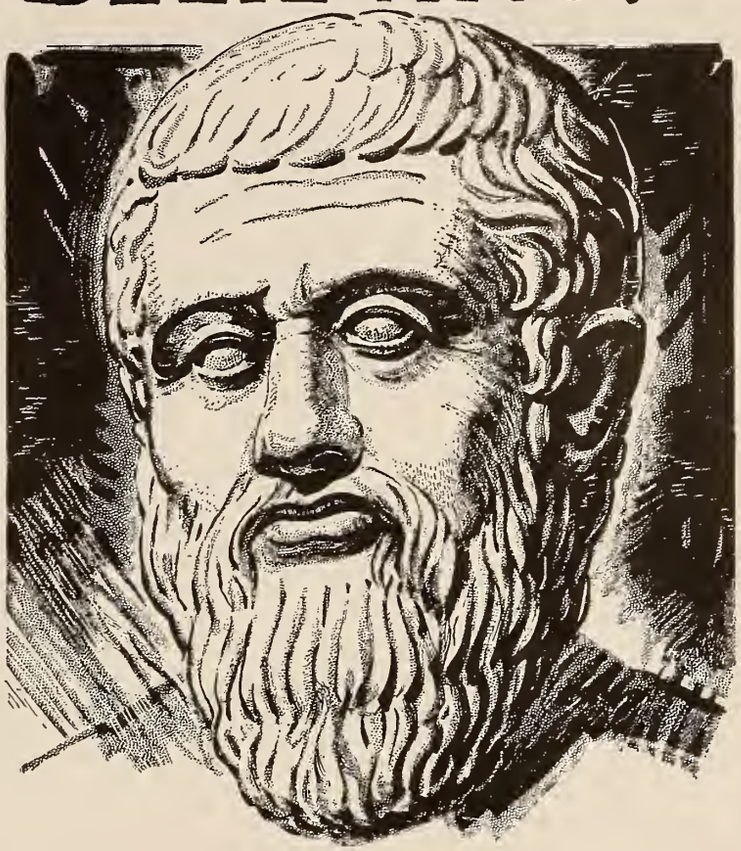
Hogan Oriental Manager

CHICAGO, May 11.—Charles Hogan, long time vaudeville booker for the Oriental Theatre and well-kown as a booking agent here, is taking over as managing director of the Oriental theatre, succeeding Harold Costello. Costello has the Pepsi-Cola franchise for St. Paul and Minneapolis, and owns a large ranch out west.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SEEING IS BELIEVING!

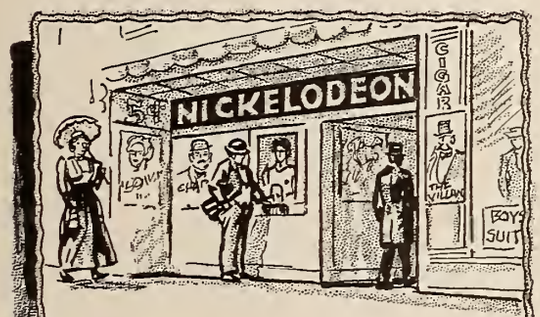
WHAT THE ANCIENTS THOUGHT...



PLATO (347 B.C.) BELIEVED THAT THE EYE **PROJECTED ITS OWN LIGHT,** WHICH MET AND BLENDED WITH THE "FORM" THAT WAS THOUGHT TO FLOW CONTINUOUSLY FROM EACH OBJECT OF SIGHT

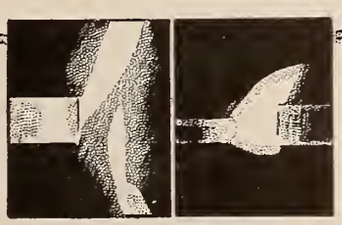
TODAY WE KNOW...

THAT, IN SEEING, THE EYE IS STIMULATED BY INNUMERABLE POINTS OF LIGHT **REFLECTED BY THE OBJECT**...THAT THE BRAIN INTERPRETS THESE POINTS AS A TOTAL IMAGE OF THE OBJECT.



HERE'S PROGRESS!

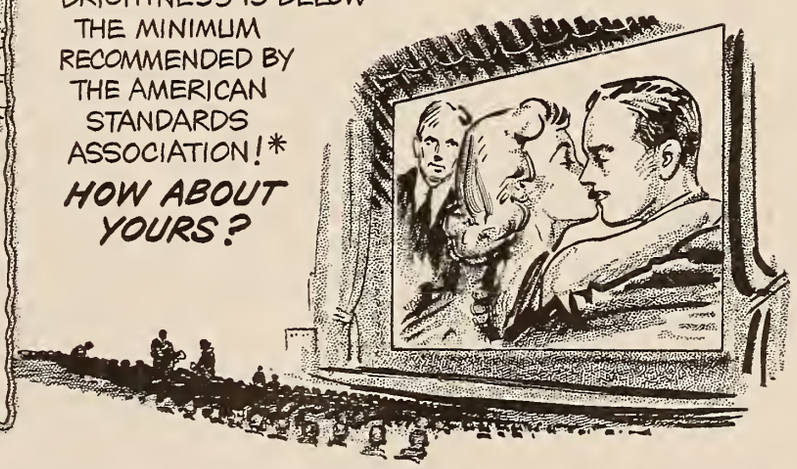
SINCE NICKELODEON DAYS, NATIONAL CARBON COMPANY HAS IMPROVED THE BRIGHTNESS OF PROJECTOR CARBON ARCS BY **1000%!**



GET IN THE **SCRAP** FOR DEFENSE—SAVE YOUR COPPER DRIPPINGS!

LATEST SURVEYS INDICATE THAT IN **ONE OUT OF EVERY FOUR** U.S. THEATERS, SCREEN BRIGHTNESS IS BELOW THE MINIMUM RECOMMENDED BY THE AMERICAN STANDARDS ASSOCIATION!*

HOW ABOUT YOURS?



*Report on Screen Brightness Committee Theotre Survey, Journal SMPTE, September, 1951.

THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

Rackmil-Rank

(*Continued from page* 1)

with Universal has seven years to run and Rank's theatres furnish the major revenue here from such pictures.

Rank and Rackmil had not met previous to a dinner here last Wednesday. They have had two other meetings since and more are scheduled for this week, prior to Rackmil's planned departure on the *Queen Elizabeth,* Wednesday. In some of the talks, John Davis, Rank's chief aide, and Al Daff, distribution vice-president of Universal, have participated. Daff left here today by plane for New York, taking with him, it is understood, a suggested basis for a deal, for the consideration of Nate J. Blumberg, Universal president, and other principals.

No Disclosure from Daff

Prior to his departure, Daff refused to discuss the Decca developments, as did Rank, Rackmil and Davis.

Authorities close to Rank insist that prior to the Rackmil meetings no positive scheme for a Universal-Decca merger had been placed before Rank. These sources suggest that although Rank may be overtly unfriendly to a merger, it is not unlikely that he would accept an offer well over the market price for his 134,375 shares of Universal stock, rather than remain in the company and wage a futile fight against a merger, should that be his alternative.

Any such sale by Rank of his Universal stock, it is believed, would be conditioned on his deal for British distribution of Universal product being properly secured.

Based on this theory, the current talks are believed to be concerned with how much Rackmil is prepared to pay for the Rank holdings in Universal. Decca paid $15 per share for the Universal holdings it has acquired. Rank would not sell at that price and some sources here doubt he would sell at less than $20 per share.

City of London financial circles believe a deal is imminent. However, Rackmil, questioned on Friday, said: "The talks with Rank are proceeding but there is nothing to report yet."

London Studio Sold; Another on Block

LONDON, May 11.—Further indicating the decline of Britain's film production potential, London Films has sold the Isleworth, an adjunct of its Shepperton Studios, to the National Coal Board. All equipment has been transferred to Shepperton and efforts are being made to find employment for those affected by the sale.

Additionally, it is learned reliably that J. Arthur Rank is negotiating for the sale of his huge Denham Studios to the Electrical and Musical Industries interests.

Warners recently sold its Teddington studio to aircraft manufacturers.

'The Press' Raises Rates

CLEVELAND, May 11.—The *Press,* evening newspaper, has notified theatre owners of a three-cent-a-line advertising rate boost, effective July 1. This is approximately a boost of eight per cent over the rate established in April 1951. The three other dailies here are expected to follow suit.

"The Quiet Man"

(*Continued from page* 1)

ferred to the screen in color by Technicolor, with photography directed by Winton C. Hoch, the scenic charm of the locale is captured for all who have eyes for natural beauty.

In the action department, and it is extensive, there are two high points. A climactic fist fight between Wayne and McLaglen that starts in the fields, traverses the countryside and ends in the village tavern. The second is a steeplechase, run by Irish racers over a natural obstacle course, colorful and exciting in itself and pertinent to the romantic proceedings.

Frank S. Nugent's screen play, from the *Saturday Evening Post* story by Maurice Walsh, sharply outlines the chief ingredients, romance, feuding, humor and the traditions and characteristics of the Irish. In the latter two respects it is not always complimentary, but the Irish will not mind because the camera sees them pretty much as they are, the good and not-so-good together, without cinematic gesticulation in either direction. The non-Irish will like it because they will realize that the camera has not departed from its story-telling to extoll the Irish.

THE story has Wayne, son of Irish emigrants to America, returning to Ireland after a successful career as a pugilist, cut short by his vow never to fight again after having killed an opponent in the ring. He buys the ancestral cottage and land, which McLaglen had hoped to add to his neighboring farm, and earns the latter's enmity thereby. Wayne falls in love with Miss O'Hara, as McLaglen's sister, but their marriage is impossible without the brother's consent. Tricked into giving it, McLaglen discovers the ruse after the ceremony has been performed and withholds his sister's dowry, without which, according to Irish tradition, she cannot be a real wife to him.

Wayne realizes he will have to fight McLaglen to get the dowry and have his marriage consummated, but is reluctant to do so because of his fatal ring experience and the resultant vow never to fight again. Only when his bride leaves their home is he moved to meet McLaglen's challenge.

There is a wealth of talent in supporting roles from such Abbey Theatre players as Eileen Crowe, Charles fitzSimons, James Lilburn, Jack McGowran and others. In addition, Ward Bond plays a village priest; Arthur Shields a minister; Mildred Natwick, a wealthy widow, and others too numerous, but nonetheless deserving, to mention, contribute flawless bit parts.

Victor Young's music adds considerably to the mood and enjoyment of the John Ford-Merian C. Cooper Argosy production, as do a half dozen Irish songs interspersed throughout.

Running time, 129 minutes. General audience classification. Release date, not set.

SHERWIN KANE

UA Reissues 2 in 'Answer' to Snaper

The recent allegation of Wilbur Snaper, president of national Allied, that distributors have been deliberately withholding reissues from the market is being answered by United Artists, for its part, with the re-release of two of the company's major offerings of the past, Paul (Scoop) Conlon, who will promote the pictures, said here at the weekend.

The reissues, "Red River" and "Tulsa," will be sold as a double bill and will be offered to deluxe houses at the outset. William J. Heineman, UA distribution vice-president, indicated.

These are the only pictures UA is re-releasing at this time. It is expected that if exhibitor acceptance meets with the company's satisfaction, UA will undertake to put more reissues on the market. Hence, the reissuance of "Red River" and "Tulsa" is in the nature of an experiment.

"Red River," first released in September, 1948, stars John Wayne and Montgomery Clift. "Tulsa," one of the pictures that went to UA with the purchase of Eagle Lion's assets, stars Susan Hayward. and first was released in April, 1949.

Conlon, who normally represents producers Howard Hawks, George Stevens, Frank Capra and others, was assigned by UA to handle promotion of the reissue bill in advance of three or four regional openings. He returned to the Coast at the weekend.

RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N. S. S. EXCHANGE.

Canadian Theatres' Expenditures Drop

OTTAWA, May 11.—A sharp decline in capital expenditures for theatres across the nation during 1952 is anticipated by the Canadian government. The government says this will amount to $2,100,000, compared with $4,600,000 in 1951, including $1,100,000 for construction and $1,000,000 for machinery and equipment in 1952, against $2,700,000 for construction and $1,900,000 for machinery and equipment in 1951.

Repair and maintenance expenditures for theatres will decline to $600,000 in 1952, including $300,000 for construction and $300,000 for machinery and equipment, compared with $700,000 in 1951, including $300,000 for construction and $400,000 for machinery and equipment.

The total capital, repair and maintenance expenditures for 1952 for theatres will drop to $2,700,000, against $5,300,000 in 1951, it was said.

Kiendl Joins ASCAP Counsel in TV Case

Theodore Kiendl, member of the New York law firm of Davis, Polk, Wardwell, Sunderland & Kiendl, has been retained as counsel to ASCAP, Herman Finkelstein, the Society's general attorney, announced here.

Kiendl, who recently represented U. S. Steel, will be associated with Finkelstein and the New York law firm of Schwartz & Frohlich, ASCAP general counsel, in the current television rate-making proceedings before the U. S. District Court here.

Says Beautiful Stars Better Box-Office

Hollywood, May 11. — The importance and effectiveness of the COMPO "Movietime USA" tours has been pointed up in a letter received by producer Hal Wallis from E. D. Martin, president of Martin Theatres, operating in Alabama, Georgia, Florida and Tennessee.

Referring to a recent tour of the above states by actress Lizabeth Scott, Martin wrote: "Just what such a tour needs, a glamorous, beautiful movie star. These tours do a great deal for the exhibitor and for all branches of the industry. I feel confident that when we show her latest film, 'Red Mountain,' the results of this tour will be shown in its big success. These tours bring us immeasurable goodwill which the industry sorely needs."

Distributor Action

(*Continued from page* 1)

Burnham, representing Loew's Inc. and RKO Pictures, have filed in Federal Court here for dismissal of nine theatre cases filed by Attorney John J. Sullivan on behalf of the Alex, Avenue, Bell, California, Homan, White Palace, Norwal, Langley, and Savoy theatres (all in Chicago), claiming that the suits were filed after the two years allowed by the statute of limitations for cases other than those against persons and personal property (which fall under the five-year limitation) had run out.

Ruling Set Down

The Shiffman-Texaco ruling was set down after Attorney Seymour Simon, representing the plaintiff, Shiffman Oil Co., had gone into court asking that a previous ruling in the Hoskins Coal Co. vs. Truax-Traer case invoking the two-year limitation be set aside. Inasmuch as the RKO decree was entered on Nov. 8, 1948, RKO attorneys are arguing that any suits filed after Nov. 8, 1950, are null and void. Some attorneys here are of the opinion that over half the 60-odd industry anti-trust suits pending here will be contested on the grounds that they were filed after the statutory limitation had expired.

Kalmenson Drive

(*Continued from page* 1)

Lovejoy, Abbott and Costello, Dennis Morgan, Gene Nelson, Danny Thomas, Will Rogers, Jr., Ray Bolger, Alan Ladd and Cornel Wilde.

The company's 38 branches in the U. S. and Canada have been divided into competitive groups for the drive, with each group captained by one of the studio's feminine stars.

The 12 pictures to be featured are: "Mara Maru," "The San Francisco Story," "About Face," "Carson City," "Three for Bedroom C," "The Winning Team," "Where's Charley?," "The Story of Will Rogers," "She's Working Her Way Through College," "The Crimson Pirate," "The Miracle of Our Lady of Fatima" and "Springfield Rifle."

RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N. S. S. EXCHANGE.

Hail MGM's

(*Continued from page* 1)

$15,000,000 which they thought good enough to applaud.

It was not a polite applause developing out of any considerations extended the host by the guests. These theatremen, who don't always believe what they see—or are told—let go at the conclusion of such pictures as "Pat and Mike" and "The Merry Widow" and broke into "Lovely to Look At" to acclaim an exciting and magnificently executed dance by Marge and Gower Champion. This attraction created a stir and brought forth a wide assortment of unsolicited comment, which appeared to get under way with such minor-scale adjectives as "knockout" and "terrific" and kept on going thereafter.

Came From All Over U. S.

Assembling from all over the United States by Thursday morning, the group did its traveling from the Ambassador Hotel to the Metro studios in Culver City by special buses. Two pictures were shown on each of the three days of this "Seeing Is Believing" event, one each morning, followed by lunch and another each afternoon.

"Pat and Mike," co-starring Spencer Tracy and Katherine Hepburn, and "The Merry Widow," co-starring Lana Turner and Fernando Lamas, comprised the opening day's schedule.

The following morning "Lovely to Look at," based on the famed "Roberta" of another day, but this one star-studded with Kathryn Grayson, Howard Keel, Red Skelton and the Champions, and "Ivanhoe," with Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders and Emlyn Williams, were shown.

New Lanza Film

The last combination, screened Saturday, unfolded Mario Lanza's new one, "Because You're Mine" in the morning and "Scaramouche," with Stewart Granger, Eleanor Parker and Janet Leigh, in the afternoon. That evening a dinner party, in Metro's accustomed manner, and with all available starring talent on deck, closed the three-day meeting.

Howard Dietz, S. F. Seadler and Dan Terrell, triumvirate representing Metro's advertising, publicity and exploitation forces here, spoke at various discussion periods which interspersed the various showings. They outlined briefly the extent to which the films shown here will be advertised in national magazines aggregating so many millions in circulation that Seadler said "You'll have to count it; I can't."

Advertising Under Way

Newspaper advertising already is under way on "The Merry Widow," a June release, in 55 cities. Dietz explained the policy was not immutable and that the cities to be covered finally may go beyond the now established 55. He declared it as a policy that M-G-M will work closely with exhibitors in developing joint advertising programs so long as they "are properly legitimate in the light of the value of the product."

M-G-M has not yet found the proper proportion of advertising in relation to dollar return, he acknowledged in emphasizing the wide flexibility which is to prevail hereafter. "If we mean what we are doing and stop moaning, we can get the business we ought to have," he said.

He also announced National Screen Service is preparing copy for special trailers combining brief comment based on what the visiting showmen saw in completed form and on the various Metro stages with clips from the six completed attractions around which this interesting three-day meeting was built. Made available for use at local levels was a brochure including suggested speeches easily adaptable for newspapers and radio.

Sharpened Enthusiasm

But what M-G-M expected its customer-guests to take back was a sharpened enthusiasm, based on the conviction that insofar as this one company, at least, is concerned, there looms in the immediate months ahead a battery of shows against which competitors for the public's time, if not for its money, will find hard going.

On the basis of a widespread check-up among the theatremen who were here, the conclusion is safe to draw that this objective will be attained. All of the visiting exhibitors did not evaluate all the pictures they saw by the same yardstick. Some liked one better than another, as Dietz was canny enough to observe they would. But they did see a combined, overall package of entertainment which was never less than very good, and often ranged beyond the excellent into the rare category of the superior.

Review

"Scaramouche"

(*Metro-Goldwyn-Mayer*)

RAFAEL SABATINI'S rousing romantic drama of the early days that led up to the French Revolution is again brought to the screen on an immense production scale. Those with long cinema memories will recall the silent film which Metro Pictures released in 1924 with Ramon Novarro and Alice Terry.

Into the new "Scaramouche" M-G-M has carefully poured all the popular ingredients that assure success at the box-office. It unfolds a drama of derring-do and dangerous romance, of swordsmanship, foolhardiness and comedy. Color by Technicolor adds the final touch of splendor to the costume drama. Among those included in the large cast are Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxen and Nina Foch.

The story is largely one of deadly rivalry between Granger and Ferrer, the former a likeable, devil-may-care rogue and the latter a stern Marquis and expert swordsman sworn to track down the perpetrators of such slogans as "liberty, equality and fraternity."

When Ferrer runs a sword through Granger's comrade, an author of a political diatribe, Granger swears vengeance. A series of wild and dashing chases and pursuits follow as Ferrer tries to snare the elusive Granger. In the meantime Granger patiently and laboriously studies the fine points of swordsmanship against the day he will be prepared to face Ferrer in a duel.

The elaborate screenplay by Ronald Millar and George Froeschel moves about with dizzying energy. Both Ferrer and Granger fall in love with Miss Leigh, but Granger steps out of the romantic picture when he learns that she is actually his sister. Another romantic cross current involves the love of Miss Parker, an actress in a traveling troupe, for Granger.

It is while escaping the men of Ferrer that Granger assumes the role of the clown, Scaramouche, and thus some pleasant pantomime is added to the story.

After a series of clashes and adventures Granger finally faces his nemesis at sword's point. He outsmarts Ferrer but spares his life. In an ironic ending Granger learns that Ferrer is his brother. He also learns that Miss Leigh is not his sister and thus the path is cleared to marry her.

The picture, under George Sidney's knowing direction, creates a beguiling mood. The general theatre-going public will love it, for it has bounce and spirit from beginning to the end of its nearly two hours of running time. Carey Wilson produced. Worthy of note is that Lewis Stone, who appeared in the production 28 years ago, also appears in the new film.

Running time, 118 minutes. General audience classification. Release date, June 20.

MANDEL HERBSTMAN

Realistic Outlook Is Urged by Schary

HOLLYWOOD, May 11.—Disappointment at the box-office "depresses the people of this industry and makes us see only darkness ahead; a box-office hit makes us believe all the bad things are behind us and happy days are here again," Dore Schary, M-G-M production vice-president, reminded the 100 exhibitors who attended the studio's "Seeing-Is-Believing" conference.

"We tend sometimes to ride on an emotional merry-go-round," he continued, "but if we are realistic, and if we look at the history of this business, we will see it is not necessary to live on this juvenile carousel. Again and again it has been proved that a good picture, well sold and well exhibited, will do good business, and that a great picture, well sold and well exhibited, will do great business."

TV Not So Strong

He said he did not believe "the population of America is going to become rooted to the television screen, any more than it ever became rooted to the motion picture screen. I don't believe television has strong enough attraction to divorce completely the American public from all its other enjoyments. A couple of years ago we came to that conclusion about TV, and have stuck to that conclusion. We decided to stop worrying about TV, on the theory that if we made our pictures good enough and big enough, TV would start to worry about us. I am confident that as our new product rolls out into your theatres we are going to prove our point."

Schary said that the 83 films the studio will produce by the end of 1953 will represent a committment of some $120,000,000.

Reception for Le Chanois

Ten national preview organizations and the Motion Picture Association of America will be hosts at a reception in honor of Jean Paul Le Chanois, French writer and director of "Passion for Life," tomorrow afternoon at the Harvard Club here.

Reagan to Conduct Cincinnati Meeting

CINCINNATI, May 11. — M-G-M's second regional sales meeting will get under way here tomorrow when Charles M. Reagan, general sales manager, opens a three-day gathering of branch managers under John J. Maloney's division, at the Netherlands Plaza Hotel. There will be 26 men from the branches in addition to eight home office executives, including Edward M. Saunders, assistant general sales manager; Jay Eisenberg, William B. Zoellner, H. M. Richey, M. L. Simons, Dan S. Terrell and Charles Deesen, home office assistant to Maloney.

Came From Coast

With the exception of Deesen, the home office group came here from Hollywood after attending the three-day "Seeing-Is-Believing" screenings and forum of more than 100 exhibitors. Prior to the Hollywood screenings the home office group started the first of five sales meetings in San Francisco where the sales and executive personnel of Western branches under sales manager George A. Hickey were in attendance.

Here for the Central sales sessions are:

From Pittsburgh, John J. Maloney, Ralph Pielow, Max Shabason, Irv Jacobs, Edward J. Moriarty, and Robert N. Clark; from Cleveland, Jack Sogg, Dorsey H. Brown, Jerry Lipow, J. Phil Harrington, and E. C. Pearson; from Detroit, J. Frank Downey, Lou Marks, Charles Dietz, Jack Rider, and G. W. Sampson; from Indianapolis, Foster B. Gauker, Dewey Taute, and Carl Klaiber; from Cincinnati, Edwin M. Booth, Harry A. Sheeran, Carl Gentzel, Clifford Smiley, Arthur Adams, Thomas Farrell and J. E. Watson.

Army in Tribute to Hollywood for Talent

HOLLYWOOD, May 11. — Another tribute has been paid to Hollywood for its contributions to the entertainment of the Armed Forces throughout the world, by Col. Joseph F. Goetz, chief of the Armed Forces Professional Entertainment Branch. Col. Goetz is now in California from Washington to confer with William Goetz, in charge of production, and other Universal-International studio executives on plans for the Alaskan military premieres of "The World in His Arms," starting June 19, in Anchorage.

"Entertainment has become a vital necessity in keeping up the morale of our Armed Forces," Goetz declared. "And Hollywood has responded generously and unselfishly in supplying this need."

$35,660 1st Quarter Net Income for GPE

Consolidated net income of General Precision Equipment Corp. and subsidiary companies for the three months ended March 31, 1952 totaled $35,660, the company reports. This is equal to six cents per common share and compares with consolidated net income of $167,882, or 28 cents per common share, for the first quarter of 1951.

Meanwhile, directors of the corporation have declared a regular dividend of 25 cents per share on the common stock, payable on June 15 to stockholders of record on June 2.

WILLIAM FOX

Twentieth Century-Fox Film Corporation bows in grieving tribute to one of the outstanding pioneers of the industry—WILLIAM FOX—and the early founder of the company which still bears his name.

WILLIAM FOX was one of the creative influences in this industry in the fields of production and exhibition, in helping to bring sound on film to the motion picture theatres and in establishing the newsreel with sound.

His daring, initiative and courage enabled him to make a signal contribution to the growth and development of the motion picture industry.

From the beginning of his career he engaged in the production of films of magnitude and scope and blazed a trail for the industry in providing boxoffice attractions of wide popular appeal. He was truly a pioneer in foreseeing the present status of the screen as a medium of public entertainment.

Those who knew him best will long mourn his passing.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 93 NEW YORK, U.S.A., TUESDAY, MAY 13, 1952 TEN CENTS

'IA' Exchange Worker Revolt 'Fizzles Out'

Walsh Investigation Seen Bringing Local Benefits

SAN FRANCISCO, May 12.—While a measure of dissidence is understood to be continuing in isolated localities, the threatened bolt from the union of a large segment of the IATSE's exchange workers across the country has "fizzled out" to all intents and purposes, it was learned here today.

It was reported in exchange labor circles here last March that a sizcable number of locals was considering a plan to meet in Chicago this summer to protest the alleged disregard of the IATSE international office for the wages and working conditions which were a source of complaint among front office and back room exchange workers in the exchanges.

The report that is abroad here now is that Richard F. Walsh, IATSE international president, meanwhile conducted an intensive investigation into

(*Continued on page 6*)

Embassy Battles Ban on 'Latuko'

A private screening of the controversial documentary, "Latuko," was held last night by the Embassy Newsreel Theatre in Newark for a group of prominent local citizens, including clergymen, educators and civic leaders.

The purpose of the screening, according to a theatre spokesman, was to test the reaction of the selected audience in wake of the ban imposed by the Newark Police Department.

Meanwhile, both the Embassy Thea-

(*Continued on page 6*)

Blank Testifies on Ia.-Neb. Situation

WASHINGTON, May 12.—The long-delayed testimony of veteran exhibitor A. H. Blank got off to a slow start today before the Federal Communications Commission's Paramount hearing.

Blank, a United Paramount Theatre's director, will also be a director of UPT-American Broadcasting Co., if the proposed merger between the companies goes through.

FCC attorneys have said they in-

(*Continued on page 6*)

'Scaramouche' at Hall Sets Pace For NY First-runs

The opening week of "Scaramouche" at Radio City Music Hall is expected to rack up a sturdy $130,000, setting the pace for other first-run New York theatres which, in the main, reported this week's box-office business somewhat on the sluggish side.

However, a number of films did fairly well. Among them were "The Sniper" at the Criterion, which is due to gross a good $20,000 for its first seven days.

Under the good-to-fair category are "Belles on Their Toes" at the Roxy which is forecast to hit $52,000 for its second and final inning, and "Macao" at the Paramount where $47,000 is seen for the second and final stanza. "Kangaroo" will open Friday at the Roxy, while "Rancho Notorious" bows tomorrow at the Paramount.

A moderately nice week is indicated

(*Continued on page 6*)

$500,000 Set for Ads on 'Kangaroo'

A $500,000 advertising-exploitation budget, which includes what was described as "the largest sum ever set aside for cooperative advertising," has been established by 20th Century-Fox for the Australian-made production, "Kangaroo," the company disclosed here yesterday.

The company this week will commence a six-point public promotional campaign on the picture which will include, in addition to cooperative advertising, the following: national billboard advertising, a 21-day "teaser" campaign in key city newspapers, special television trailer advertising, radio

(*Continued on page 6*)

Broidy Here to Plan Overseas Production

Steve Broidy, Monogram-Allied Artists president, arrived here yesterday from Hollywood for several days of conferences with other company executives, particularly Norton V. Ritchey, president of Monogram International, with whom discussion will center around foreign production and distribution plans. Broidy met yesterday with Maurice Goldstein, distribution vice-president, and Edward Morey, operations vice-president.

The Monogram president will leave here on May 28 for Washington where, on the following day, as guest of Secretary of Defense Robert S.

(*Continued on page 4*)

Business Generally Is Up: Fitzgibbons

Ottawa, May 12.—Improvement in the quality of motion picture production has brought a great increase in theatre attendance generally, according to J. J. Fitzgibbons, president of Famous Players Canadian Corp. He said, however, that theatre attendance has dropped off some in certain situations where the circuit has been compelled on account of high local taxes and operating costs to increase admission prices.

8 Take 'Movietime' To South This Week

LITTLE ROCK, ARK., May 12.—Western Tennessee, Northern Mississippi and Arkansas this week will be toured by a contingent of eight Hollywood personalities carrying the "Movietime U.S.A." banner and messages designed to elicit goodwill for the motion picture industry.

The group includes players Frank Lovejoy, Wayne Morris, Rod Cameron, Susan Cabot and Terry Moore, producer-director George Waggner, and writers Manny Seff and William Lively.

Part of the group, at the invitation of "Movietime" committee chairman Sam B. Kirby of Little Rock, will remain over to be guests at the annual convention of the Independent Theatre Owners of Arkansas, set for this city May 19-21.

Electronic Camera Is Demonstrated

LONDON, May 12.—Demonstration here of High Definition Films pilot reel made on the company's first experimental electronic camera impressed a gathering of scientists.

It is claimed that the apparatus, when perfected, will enable 10 minutes of screen-time to be put in the can daily in lieu of the currently accepted maximum of two minutes and that the process may reduce the present cost of production "in revolutionary proportions."

The single reel test film, of good definition, was projected on a screen about one-fourth the size of an average theatre screen. High Definition is now working on the second step of its experiment, the aim of which is to bring the projected image up to orthodox theatre definition. This is expected to be ready for demonstration

(*Continued on page 6*)

MGM Meetings Considered for Other Cities

Proposal Is Made By Several Exhibitors

By RED KANN

HOLLYWOOD, May 12.—Enthusiastic exhibitors attending M-G-M's three-day "Seeing - Is - Believing" meetings think the plan ought to be carried into various exchange centers and may get their wish. The company originally considered such an idea and may go ahead on a modified basis made necessary by laboratory limitations in delivering color prints.

A number of showmen who made the suggestion are willing to settle for less than the six attractions screened here. Whether or not they get any, the plan is in the bag for the Texas COMPO meeting slated for Dallas early next month where at least two of the films, one to be "Lovely To Look At," will be screened.

Robert J. O'Donnell, who made the

(*Continued on page 6*)

To Appeal Yankwich Ruling on Tax Law

WASHINGTON, May 12.—The government has definitely decided to appeal Federal Judge Yankwich's recent ruling that collapsible corporations set up prior to the 1950 tax law must be taxed at easier, capital gains rates.

The government argues that collapsible corporations, at one time fairly widely used in the film industry, actually were tax-avoidance devices and income should be taxed at regular income tax rates.

House Okays Probe Of TV and Radio

WASHINGTON, May 12. — The House today by a voice vote and with a minimum of debate approved a resolution directing the House Commerce Committee to investigate to determine whether radio and television programs "contain immoral or otherwise offensive matter or place improper emphasis upon crime, violence, and corruption."

The resolution is sponsored by Rep. Gathings, Democrat of Arkansas.

See Johnston-French Meet Today on Pact

Eric Johnston, president of the Motion Picture Association of America, will begin negotiations today or tomorrow with members of the French Commerce and Finance Ministeries to decide how many U. S. films will be admitted into France, according to dispatches from that country. Johnston said, "France is the most restricted film market in the world outside of the Iron Curtain countries."

Francis L.Harley,57, 20th-Fox Executive

Francis L. Harley, 57, a vice-president of 20th Century-Fox International Corp., who a year ago was forced by illness to retire from regular work schedules, died here on Saturday. Funeral services were held yesterday afternoon at St. Bartholomew's Chapel. The widow, Nadja, and a daughter, Julia, survive.



Francis Harley

Primarily in foreign sales posts throughout his career, Harley joined Fox Film Corp. in 1926. He was sent to England in 1927 and was then appointed assistant to the managing director of the Fox Paris office. In 1929 he became Near Eastern manager, and the next year managing director of the Fox branch in Brazil. In 1935 he headed the company's French section, and a year later headed the offices of 20th Century-Fox in London. In 1946, he was in charge of Europe, Scandinavia, Near East, North Africa for 20th Century-Fox International Corp., with headquarters in Paris. For three years, until his illness a year ago, he had headquarters at the company's home office.

30,000 'Knot-Holers' Guests of Loew's

Over 30,000 members of Loew's-M-G-M "Happy Felton Knot-Hole Gangs" and their mothers were the guests at Loew's neighborhood theatres on Sunday as a Mother's Day treat. This was the initial free show for the youngsters in a series of planned get-togethers that will be held during the season for members of the Gangs. Presentation of the Knot-Hole Gang membership card made the child and his or her mother a guest.

Happy Felton, through his Knot-Hole Gang TV shows, awards baseball equipment to youngsters who appear with him.

Personal Mention

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., and SID BLUMENSTOCK, assistant ad-publicity director, returned here yesterday from the Coast. Company president A. W. SCHWALBERG will return here tomorrow.

•

ARTHUR COLE, president of the Motion Picture Association of Greater Kansas City, and SENN LAWLER of Fox Midwest Theatres, represented the industry in the "Vocational Choice" day at the Shawnee Mission High School in Mission, Kan., recently.

•

CECIL B. DEMILLE received a special scroll from the Circus Fans Association of America yesterday in Milwaukee for his film, "The Greatest Show on Earth."

•

LEONARD GOLDENSON, United Paramount Theatres president, and ROBERT WEITMAN, vice-president, returned here yesterday from the Coast.

•

BOB MONTGOMERY, Paramount publicist, returned here yesterday from Denver.

HOWARD DIETZ, M-G-M vice-president and director of advertising, publicity and exploitation, and JOHN P. BYRNE, Eastern sales manager, returned here yesterday from the Coast. Advertising manager SI SEADLER is due back here Thursday.

•

THOMAS J. HARGRAVE, president of Eastman Kodak Co., today will receive the 1952 award of the Rochester Rotarians at a luncheon in that city.

•

STIRLING SILLIPHANT, 20th Century-Fox publicity manager, was in Washington yesterday from New York.

•

R. M. SAVINI, president of Astor Pictures, has arrived here from the Coast, after stopoffs in Dallas and New Orleans.

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ALBERT LEWIN, M-G-M producer, will arrive here from the Coast May 24 en route to Paris and Morocco.

•

JOSEPH KAUFMAN, producer, returned to the Coast from here over the weekend.

Brando and Grant Win Cannes Awards

Marlon Brando, for his role in "Viva Zapata!," won the "Best Masculine Performance" award at the fifth Cannes International Film Festival, according to dispatches here from France. Lee Grant won the award for actresses with her performance in "Detective Story."

The best picture award was given jointly to Orson Welles' film version of "Othello" and the Italian picture, "Two Cents Worth of Hope."

Wilcox, Miss Neagle Due Here Today

LONDON, May 12.—Herbert Wilcox and Anna Neagle are scheduled to arrive in New York tomorrow from here aboard the *Queen Mary*, to set deals for American distribution of their latest films, "Lady with A Lamp," "Derby Day," and "Trent's Last Case."

Wilcox and Miss Neagle will be in New York from 10 days to two weeks. Prior to their departure they announced the signing of Margaret Lockwood to a long term contract.

Television City Confab

J. L. Van Volkenburg, president of CBS Television, will meet the press tomorrow afternoon at the company's home office here to explain details and operations of the new CBS Television City now being built in Hollywood. A two-ton all-electronic scale model of the "city" is being flown here from the Coast for demonstration during the interview.

Noris on JARO Board

LONDON, May 12.—Henry Norris, who joined the J. Arthur Rank Organization here in 1950 as coordinating accountant, has been elected to the board of the company.

Coyne Opens COMPO Speaking Tour in Va.

BUENA VISTA, Va., May 12.—The significance of the motion picture industry was discussed this evening by Robert W. Coyne, special counsel to the Council of Motion Picture Organization, in an address before the Rotary Club of this community. It was the first of a series of speeches Coyne will make this week in various towns in Virginia.

Coyne's tour is the second launched this spring by COMPO. Maurice Bergman, public relations exccutive of Universal-International, is on the other tour, in Ohio, where he will speak tomorrow night before the American Legion of Cincinnati.

Knecht Will Assist Hastings at Studio

HOLLYWOOD, May 12. — Peter Knecht has been named executive assistant to Ross Hastings, RKO Radio executive in charge of contract negotiation and administration. Knecht replaces Leonard Picker, who recently resigned to become associated with American Pictures Co., an independent.

For 10 years Knecht was associated with the law firm of Mitchell, Silberberg & Knupp, and for the past six years he has been with this firm's staff in the RKO legal department. He is terminating his association with the law firm. Sidney Lipsitch continues as head of the RKO legal department.

A. E. Newbould Dead

LONDON, May 12. — Alfred Ernest Newbould, veteran of theatre circuits which later became the Gaumont-British group, and former president of the Cinematograph Exhibitors Association, died at his home in Sussex. He was 79.

NEWS in Brief . . .

A special institutional ad on "Wait 'Til The Sun Shines, Nellie" has been prepared by 20th Century-Fox as part of the industry's continuing public relations campaign spearheaded by the Council of Motion Picture Organizations.

The ad pegs its "Movietime, U.S.A." message with the slogan "Even Then Nellie Couldn't Wait To Go To The Movies."

•

New and expanded quarters of Jack Shaindlin, musical director for majors in the East, and his subsidiary, Filmusic Co., have been set up in the West 54th Street Warner Building, he disclosed here yesterday. Angelo Ross, who has resigned as chief editor for Louis DeRochemont Productions, will be in charge of the Filmusic unit.

•

CLEVELAND, May 12.—The Lyceum Theatre has reduced its playing time to Thursday through Sunday; the Lake to Friday through Sunday; the Mayfield to Friday only, while the Imperial has closed altogether for the summer.

Newsreels Top BBC TV Program Voting

LONDON, May 12.—Newsreels were voted the most popular British television program material by viewers polled by British Broadcasting Company's audience research department. The poll covered 57,000 families, representing 180,000 viewers.

With 98 per cent of the voters expressing a preference for newsreels, other programs showed the following percentages: spectacle shows (circuses, ice shows, etc.) 95 per cent; plays, 92; magazine programs and floor shows, 90; quizzes, 88; music hall, 86; visits to places of interest, 82; public events, 81; comedy shows, 80; documentaries, 74; short stories and discussions, 61; illustrated talks, 58; soloists and orchestral items, 53; ballet, 45; speakers, 34, opera, 29.

Sporting events were preferred by 90 per cent of the men and 55 per cent of the women.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"SCARAMOUCHE"

Stewart GRANGER • Eleanor PARKER • Janet LEIGH • Mel FERRER

Color by TECHNICOLOR • An M-G-M Picture

plus

SPECTACULAR STAGE PRESENTATION

ROBERT MITCHUM
JANE RUSSELL
WILLIAM BENDIX
in
MACAO

in person
PEARL BAILEY
BUDDY BAER
HERBIE FIELDS AND HIS ORCHESTRA
Extra!
LARRY STORCH

PARAMOUNT Times Square

Midnight Feature Nightly

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THEY CAME-



THEY SAW:

"SCARAMOUCHE"
(*Technicolor*)
Stewart Granger, Eleanor Parker, Janet Leigh,
Mel Ferrer, Henry Wilcoxon, Nina Foch

"IVANHOE"
(*Technicolor*)
Robert Taylor, Elizabeth Taylor, Joan Fontaine,
George Sanders, Emlyn Williams

"LOVELY TO LOOK AT"
(*Technicolor*)
Kathryn Grayson, Red Skelton, Howard Keel,
Marge and Gower Champion, Ann Miller

"THE MERRY WIDOW"
(*Technicolor*)
Lana Turner, Fernando Lamas

"BECAUSE YOU'RE MINE"
(*Technicolor*)
Mario Lanza, Doretta Morrow

"PAT AND MIKE"
Spencer Tracy, Katharine Hepburn, Aldo Ray



"Seeing Is Believing!"

THEY BELIEVED and they'll tell the nation that M-G-M HAS THE PICTURES!

AND THERE ARE LOTS MORE JUST AS BIG: "Skirts Ahoy!" (*Tech.*) • "Carbine Williams" • "Above And Beyond" • "Mr. Congressman" • "The Girl In White" • "The Story of Three Loves" (*Tech.*) • "One Piece Bathing Suit" (*Tech.*) • "Plymouth Adventure" (*Tech.*) • "Prisoner of Zenda" (*Tech.*) • "Everything I Have Is Yours" (*Tech.*) • "Tribute To A Bad Man" • "The Devil Makes Three" • "Fearless Fagan" • and others.

National Pre-Selling

AS a direct result of exhibitor requests, 20th Century-Fox is making available three different star-type Technicolor trailers in new styles for "Wait 'Til the Sun Shines, Nellie." Tailored to meet the needs of both urban and "grass roots" situations, the trailers afford long-range, pre-selling opportunity. Charles Einfeld, vice-president, also announces free television trailers, beginning with the company's forthcoming color-film, "Kangaroo," which is scheduled for June release. The new TV trailers will enable theatres to make the most of a powerful advertising medium at the local level. A tieup with both music houses and record companies has provided cooperative advertising for "Wait 'Til the Sun Shines, Nellie." Supported by VonTilzer and RCA Victor, 2,250 disc jockeys have received free records and 10,000 window streamers and display accessories have been sent to music stores. A special three-column institutional ad for newspapers as part of the campaign for "Nellie" will augment the industry's continuing public relations campaign spearheaded by COMPO.

•

Universal International's premiere of "No Room for the Groom" at the Warner Theatre in Milwaukee resulted in the most successful money-raising campaign for the Cancer Fund, with more than $180,000 *obtained, the first time the local committee has gone over the* $100,000 *mark. A mile-long civic parade was viewed by throngs of Milwaukeeans, and Chill Wills, always popular with the crowds, personally collected* $547 *along the way to the theatre. Piper Laurie and Tony Curtis, stars of the picture, have gone on to St. Louis to participate in further promotion of the picture.*

•

Ten motion picture personalities will be assisting in the promotion of six RKO-Radio releases in an intensive publicity barrage set up by Terry Turner, head of exploitation, and Don Prince, Eastern publicity director. This week, Janis Carter starts a month's tour of "The Half Breed," with the world premiere at the Golden Gate in San Francisco. Joan Crawford arrives in New York to begin a campaign on "Sudden Fear." Barbara Stanwyck, Paul Douglas, Marilyn Monroe and Keith Andes will assist in advance ballyhoo for "Clash By Night," while Jennifer Jones will be on the road for "The Wild Heart," and Clarence Nash, the "voice" of Donald Duck, is in New York for Disney's "School's Out" Festival.

•

One of the biggest movie book tieups was accomplished by Samuel Goldwyn with Grossett & Dunlap, publishers. Early in October they will issue six special editions of "Hans Christian Andersen" which will feature the stories told in the Goldwyn film. The series will range from Wonder Books for children, at 25 cents per copy, to editions that will retail at $1 and up. The publisher's advertising schedule includes newspapers, radio, television, Sunday supplements, display material and book trade publications, with cooperation in the field by 300 representatives of the Curtis Distributing Co.

WALTER BROOKS

Review

"Pat and Mike"

(Metro-Goldwyn-Mayer)

NEW and different story twists and the effective performances of Spencer Tracy as a sports promoter and Katharine Hepburn as a talented lady athlete whom he adds to his stable, endow "Pat and Mike" with a liberal entertainment content. The Lawrence Weingarten production, directed by George Cukor, not only will attract the followers of Tracy and Hepburn but, wisely exploited, can be made a magnet as well for the sports-wise everywhere that names like Gussie Moran, Babe Didrikson Zaharias, Don Budge, Alice Marble, Frank Parker, Betty Hicks, Beverly Hanson and Helen Dettweiler are known.

Those stars of the links and court are brought into the proceedings, all doing what each does best, to add many an interesting and exciting sports sequence to the story by Ruth Gordon and Garson Kanin.

Wearying of the dominant personality of her fiance, William Ching, whose unnerving presence usually causes her to muff and lose every game or contest in which she's entered, Miss Hepburn accepts a standing offer from Tracy to turn "pro," with him as her manager. She makes a cross-country tennis tour, successful until she sights Ching in the audience. The experience is duplicated in golf tournaments. Then secret partners of Tracy's racketeers, want a match "thrown" in order to clean up on the betting.

Miss Hepburn has been awakening to the realization that Ching is not the man for her, and that Tracy might be. Tracy, in turn, is getting some of her respectability rubbed off onto him. When he defies his partners to keep Miss Hepburn's match on the level, she saves him from their revenge, realizes it's love and breaks with Ching in time to win a golf tournament while he looks on, unable to jinx her longer.

It's a well-paced, light weight comedy with a facility for changing scene and mood that is thoroughly engaging throughout. Aldo Ray as a dumb prize-fighter in Tracy's stable; Sammy White as Tracy's aide-de-camp; Charles Buchinski, Frank Richards and Jim Backus, as Tracy's silent partners, as well as others in lesser roles, contribute flavor and color to the proceedings. It's a bargain package of entertainment that will surprise many with the different Tracy-Hepburn casting, and will please all.

Running time, 82 minutes. General audience classification. Release date, June 13.

SHERWIN KANE

Cinecolor Files for Additional Capital

WASHINGTON, May 12.—Cinecolor Corp. today outlined to the Securities and Exchange Commission a plan for raising about $450,000 of new capital through the sale of debentures.

Of the proceeds, $140,000 would be used to acquire voting control of Cinecolor (British), Ltd., and the balance would be used for working capital.

The company filed a registration statement seeking registration of $452,350 of five-year five per cent subordinated sinking fund debentures. The debentures, which have common stock purchase warrants attached, are due May 1, 1957.

The new debentures are to be offered at 100 per cent of principal amount to common stockholders at the rate of $1 of principal amount of debentures for each two shares of common held on the record date, to be announced later. A warrant to purchase, at a cash price of $1 per share, one share of common stock for each $1 principal amount of the debentures is to be attached to each debenture, and will be issued with the debenture without the payment of additional consideration.

No underwriting is involved, the SEC was told.

The registration revealed that Cinecolor had recently entered into an agreement giving it the right to acquire control of the British Cinecolor firm by purchase of £50,000 of debentures of the British firm.

Cinecolor said that in connection with its loan to the English company, it had obtained the right to obtain voting control without increasing its equity in Cinecolor, Ltd. It now owns 26 per cent of the common or equity stock of the British firm.

2 'U' Stockholder Actions Dismissed

WASHINGTON, May 12.—Universal Pictures reported today to the Securities and Exchange Commission that two stockholder actions against the company have been dismissed in New York Federal Court. Both suits, filed in 1947, challenged the issuance of warrants to company officers for the purchase of common stock pursuant to employment contracts.

One action, titled "Truncale vs. Blumberg, et al," was dismissed as moot, the SEC was informed. The other, titled "Aine vs. Blumberg, et al," was dismissed for want of prosecution, Universal reported.

'U' - Decca Reply to Suit Due in June

A new deadline date of June 16 has been fixed for the reply of Universal Pictures and Decca Records in the minority stockholder's suit brought by Florence Long, which attacks the proposed merger of the two companies.

The suit, brought in New York Supreme Court, charges that the principals in Universal and Decca "conspired" in their merger plans and in the acquisition of Universal stock by Decca.

Broidy Here

(Continued from page 1)

Lovett, he will participate in a conference with 64 other leaders in various industries on current defense problems. Before returning to the Coast, Broidy will attend the June 9-11 public relations conference in Dallas of the Texas Council of Motion Picture Organizations.

Para. Expands L.A.'s First-run Zone

Los Angeles, May 12.—Citing the fabulous population increase of Los Angeles and the outgrown public transportation systems as contributing causes, Paramount's A. W. Schwalberg announced the expansion of its first run zone to include Glendale and Pasadena. The step will give Paramount seven first runs here, and will be tried out first with "The Greatest Show on Earth," "Son of Paleface," "Carrie" and "Jumping Jacks." The population growth has made Glendale and Pasadena virtually contiguous to Los Angeles.

Trial Starts on Baltimore Action

BALTIMORE, May 12.—Trial has started here before Federal Judge William Coleman and a jury, of the $771,000 damage action filed by Theatre Enterprises, Inc., operating the Crest, a neighborhood deluxe house, against Paramount, Loew's, RKO Pictures, 20th Century-Fox, Universal, United Artists, Warner and Columbia.

The plaintiff contends that the defendants conspired in violation of the Sherman and Clayton acts to grant first-run rights only to the seven downtown theatres and claimed $205,000 damages, trebled. It claimed another $52,000 damages trebled on an alternative claim that it was damaged by alleged discrimination in prices and clearance for second-run pictures it was able to procure after being denied first-run rights.

The suit originally was filed in Federal Court in Philadelphia and removed to Baltimore for trial. Edward Home, Philadelphia lawyer, and Sol Bernholz, Baltimore, represent the plaintiff. The defendants are represented by R. Dorsey Watkins, H. Cookman Boyd, Jr. and Edward Raftery.

$4½-Million Suit Filed by Spanos

LOS ANGELES, May 12.—A suit making claims described as similar to those made in the Brookside case was filed today in Federal Court here by attorney Nick Spanos for owners of the Vogue Theatre Corp., dissolved, against major distributors and National Theatres Corp., seeking treble damages totalling $4,500,000. The suit asserted that the defendants conspired to enforce clearance, rental and admission prices in such a way as to force the Vogue Theatre, Hollywood Boulevard house that opened in 1935, to close in 1943. The house is now operated by National Theatres.

Plaintiffs are Howard Sheehan, Ellis J. Arkush and E. J. A. Rukush, Jr.

SPECIAL TRAILERS
GOOD and FAST
and packed with SELL-MANSHIP is what you always get from reliable
CHICAGO 1327 S. Wabash
FILMACK
NEW YORK 630 Ninth Avenue

THE MORE YOU SEE...
THE MORE YOU LEARN!

Congratulations to MGM on one of the finest showmanship ideas of all time.

Your "Seeing Is Believing" meeting which brings to Hollywood the showmen who must get the returns that finance our industry is an outstanding feat.

When your exhibitor guests return to their home bases, we would like to invite them to screen another group of pictures important to their future... the "bread and butter" product that supplies the staff of life for many theatres.

The *new* Monogram has the finest product in its history ready for screening--"WILD STALLION", "WAGONS WEST", "HERE COME THE MARINES" and "AFRICAN TREASURE". Our exchanges are ready and eager to accommodate you.

MONOGRAM PICTURES CORP.

Steve Broidy
President

Remember! **THE MORE YOU SEE...THE MORE YOU LEARN!**

N.Y. Grosses

(*Continued from page* 1)

for the initial seven days of "The San Francisco Story" at the Warner, while the Capitol is expected to do a pretty good $39,000 for the opening week of "Carbine Williams."

"The Wild North" at Loew's State opened to $12,500, a bit on the slow side. The third week of "Red Mountain" at the Globe is expected to tally an average $12,500.

Among hold-overs, "The Marrying Kind" at th Victoria is doing satisfactorily, with $13,000 indicated for its ninth week. At the nearby Astor, a rather fair $9,000 is forecast for the seventh and final stanza of "My Six Convicts." "Outcast of the Islands" bows there Thursday.

"The Pride of St. Louis" is a bit sluggish at the Rivoli, with $10,000 seen for the second week, while the second stanza of "The Atomic City" is expected to do a fair $14,000 at the Mayfair.

Among off-Broadway houses, "Under the Paris Sky" opened to a strong $10,000 at the Paris Theatre. Holding up excellently is "Man in the White Suit" at the Sutton, where a big $13,500 is forecast for the sixth week. A nice $6,500 is predicted for "Never Take No for An Answer," now in its second week at the new Beekman.

Another hold-over doing top business is "Encore" at the Normandie, where $12,400 is forecast for its sixth inning. The last nine days of "The Lavender Hill Mob" at the Fine Arts Theatre is expected to rack up a fine $5,500. The picture is to bow out at the end of its 30th week.

A good $6,100 for the opening week of "When in Rome" at the Park Avenue is indicated. "Narrow Margin" at the Trans-Lux 60th Street is doing very well, with $10,000 seen for its initial week. At the Trans-Lux 52nd Street, a fair $3,600 is expected for the opening week of "No Resting Place."

'Kangaroo' Ads

(*Continued from page* 1)

"spots" and a special "snipe" campaign in centers where people congregate in large numbers.

In addition, home office representatives will be specially assigned to openings all over the country, with extra personnel added to field staffs where necessary to give top coverage to the openings.

Five pre-release dates have been set on the film prior to its national release on June 11. These include the Roxy, New York, Friday, the Carib, Miracle and Miami in Miami, May 28; Indiana, Indianapolis, May 29; Fox, Philadelphia, May 29, and the Hippodrome, Cleveland, May 30.

MGM Meetings Considered

(*Continued from page* 1)

bid for Texas, promised all-out cooperation and declared the move will serve to impart to the 600 Texas showmen expected at the meeting the same measure of enthusiasm caught and reflected on all sides by the outstanding group of exhibitors who had assembled here for the full run of the six attractions screened.

Circuit operators, like M. A. Lightman, declared themselves so excited by the films that they intend spreading the word in newspaper advertising in their home cities. Lightman intends doing this in Memphis although Loew's first-run in that town, and not Lightman's Malco, will run the product.

O'Donnell, declaring himself spokesman for the United Paramount group, described the meetings as "the greatest step ever taken in the industry's history." He was supported in this by vigorous applause of the exhibitor group. "I hope it will prove an inspiration to every other producer in Hollywood," he added. This was a note which was reflected by others, including Samuel Pinanski, Boston; Leonard Goldenson and Harry Goldberg, New York, and Mitchell Wolfson, president of the Theatre Owners of America, who was authorized by officials of the four other exhibitor associations in attendance, to send a joint wire of appreciation to Nicholas M. Schenck, president of Loew's, for his foresight in making these meetings possible. "We owe Metro a debt of gratitude," declared Pinanski to rounds of applause. "This has been a statesman-like job," observed Goldenson. "A way to a renascence of the business has been pointed up," declared Goldberg. Wilbur Snaper, Allied president wired all his units on a decidedly plus note and expressed the conviction a turn will set in if other studios can reflect product of the calibre shown here by M-G-M.

S. H. Fabian's fervor ran so high that he proposed the exhibitor group express its appreciation and encouragement in double trucks of advertising in all trade papers, but the suggestion appeared to get lost, sidetracked or forgotten in subsequent discussions.

Voted down was a proposed questionnaire drawn up by *Look* magazine. The questions embraced comparisons in the level of business, the status of TV competition, the rise or fall in qualitative standards of the product, data on the curve—up or down—in admission prices and a question about the film tastes of the public. The exhibitor group wanted none of this and the idea was abandoned.

Howard Dietz, in his conclusion, reiterated that Metro's purpose was to sell motion pictures generally to the public by seeking to arouse the interest of exhibitors and relying on them to pass along their findings. The group, through various spokesmen, made it clear that this will be done. In Chicago, for instance, theatremen intend organizing a luncheon to make such plans with an indicated reliance on newspapers and radio to carry the ball.

Louis Schine delivered what some later thought was a crowning note. He told of visiting another studio where he outlined what Metro had shown. "They told me they got big pictures, too, and they're bigger than Metro's. I said maybe. But remember, 'Seeing Is Believing.'"

Electronic Camera

(*Continued from page* 1)

next fall, using a 1,200 to 1,300-line system, compared with the present 625-line system. The process, it is said, is fully adaptable to color.

High Definition was formed with capital provided by the J. Arthur Rank Organization and British Lion, and with the cooperation of Pye Radio. P. B.

To Honor Jack Warner

LONDON, May 12.—A complimentary luncheon will be given to Jack L. Warner, production head of Warner Brothers, at the Dorchester Hotel here June 10 by the British Film Producers Association.

HELP THE CEREBRAL PALSY CAMPAIGN.

Blank Testifies

(*Continued from page* 1)

tend to question him, among other things, on the circumstances in 1933 under which he acquired a group of Paramount theatres for which he had been the trustee in bankruptcy.

Questioned by FCC attorney Ben Gaguine, Blank stated that neither he nor anyone in his employ had ever said that he controlled product in the Nebraska-Iowa area in which he owned theatres.

Gaugine then introduced a 1933 contract signed by Blank and the owner of a Sioux City theatre which stated that Blank "was in a position to control certain bookings of motion pictures." Under the terms of the contract Blank received 40 per cent of the profits and four per cent of the gross to cover booking and supervision expenses. Blank was to be regarded by the public as the owner of the theatre and was to take none of the losses.

The owner was to act as manager of the theatre at a salary of $65 a week. Blank said he did not negotiate the contract personally and had no recollection of it.

Eady Leaves Treasury

LONDON, May 12. — Sir Wilfrid Eady, author of the Eady theatre tax plan to aid British producers, has resigned as second Secretary to the Treasury. He has been succeeded by Sir Bernard Gilbert, in charge of the Department's Home Finance division.

Hear 'La Ronde' Ban Appeal Tomorrow

ALBANY, N. Y., May 12.—Appellate Division jurists on Wednesday will view in private a screening of Commercial Pictures' French-made "La Ronde," in connection with the company's petition for annulment of the New York State Board of Regents' determination that the picture should be denied a license on the ground that it is "immoral" and would "tend to corrupt morals."

The court on the same day will hear arguments on the petition. The appeal was made originally to Supreme Court Justice Kenneth S. McAffer at Special Term here in October. By stipulation of both sides, however, it was referred on Nov. 23 to the Appellate Division.

Dr. Hugh M. Flick, director of the State Education Department's motion picture division, on April 13 notified the petitioner that "the unanimous decision of the motion picture reviewers" was that the film was "immoral" and would "tend to corrupt morals."

Commercial Pictures, through Robert Hakim, president, and Gaston Hakim, sales director, appealed to the Regents on April 16. A committee consisting of Regents W. Kingsland Macy, John F. Brosnan and Jacob L. Holtzmann, reviewed the film on May 3 and rendered a decision upholding the film division's ban. The Board of Regents on the same day confirmed the decision of the committee and dismissed the appeal.

Ban on 'Latuko'

(*Continued from page* 1)

tre and the American Museum of Natural History, sponsors of the film, prepared to battle the legality of the ban in New Jersey courts. Briefs, challenging the confiscation of the film as "indecent," are being worked on, it was learned.

On another legal front, hearings on the arrest of the manager and the two projectionists, released on bail Friday following a morning screening of "Latuko," have been set for May 21.

An Embassy spokesman, asked if the reaction of last night's selected audience were adverse, what would be the outcome, replied that the court battle to establish the theatre's right to play the African documentary would still be pursued. He pointed out, however, that the theatre as a matter of public policy would not play a film which leaders of the community think should not be shown on the screen.

Exchange Workers

(*Continued from page* 1)

the threatened bolt. Optimistic observers in exchange labor circles here now are of the opinion that efforts will be made by the international to secure considerable improvement in wages and working conditions in the next contract negotiations.

The present contract, negotiated by the "IA" international in New York, will expire next December. Walsh's policy has been to initiate negotiation of a general exchange contract only after taking a poll of exchange locals. Each time the pact expired during the past decade a majority of the locals has voted for the international office to handle the negotiations.

RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N. S. S. EXCHANGE.

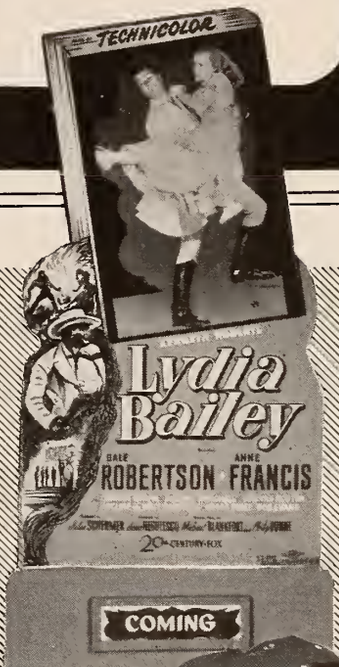
TWA TWA TWA TWA TWA TWA TWA TWA
FOLLOW YOUR MAJOR LEAGUE TEAM wherever it goes VIA TWA

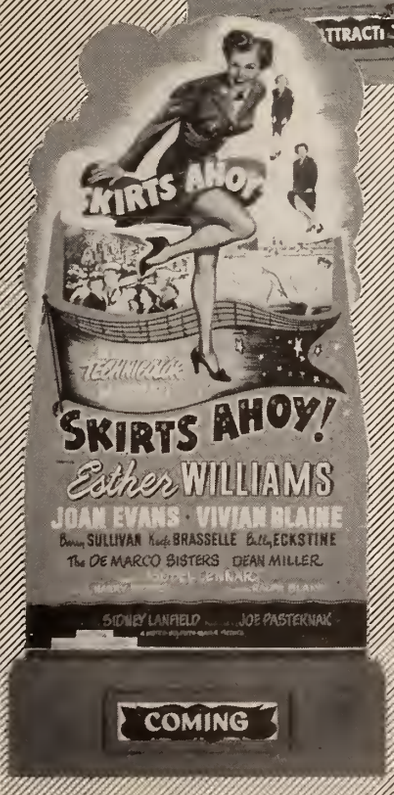
Only TWA serves all major league cities. Fast, direct, convenient. For reservations see your travel agent or call Trans World Airlines.
TWA
TWA TWA TWA TWA TWA TWA TWA TWA

On the way IN... On the way OUT...

STANDEES SELL your HITS!









COMING and GOING, your patrons will be *sold* when they see these Colorful, Cut-Out DISPLAYS that *stand out* in your Lobby, Foyer or Out-Front . . . they need no frame and the beautiful fluorescent-lighted base adds to the SOCK and brings out the COLOR!

Get full details from your NSS Salesman or write your nearest NSS Exchange!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

BOOK THE MOST TALKED-ABOUT WOMAN OF THE YEAR FROM *Columbia*

COLUMBIA PICTURES presents

Loretta Young

as

PAULA



SHE'D ONLY BEEN HALF WAY TO LOVE— BEFORE!



with KENT SMITH • ALEXANDER KNOX • Screen Play by JAMES POE and WILLIAM SACKHEIM • Produced by BUDDY ADLER • Directed by RUDOLPH MATÉ

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 94 NEW YORK, U.S.A., WEDNESDAY, MAY 14, 1952 TEN CENTS

Insider's Outlook

By RED KANN

Hollywood, May 13

AS dynamic as the immediate impact was, the full force of Metro's extraordinarily successful "Seeing Is Believing" meeting is yet to come. These conferences, attended by the nation's leading showmen with astonishingly few absent, hardly had reached their half-way mark when the flash of what was happening had registered in every other important studio in Hollywood. The fleet-footed messengers of the news, by their own volition and under no other compulsion than their own enthusiasms, were many of the industry's outstanding exhibitors.

It was simple enough. The Metro program attracted wide attention here, and everyone was eager to know what gave. These men were asked what they were seeing and did they believe it. What they saw was six films, each an attraction of established worth placed variably on the scale of values, of course, although the lowest of those values was high. By an overwhelming consensus of opinion, this was their obvious conclusion.

■

Perhaps the best illustration of how it went was the apparently irresistible desire to grade the attractions in order of box-office draw. The clearest majority appears to have gone to "Lovely to Look At," a remake of "Roberta," and by enthusiastic comment, simply a knockout of a musical. But exhibitors who inclined toward it faced friendly challenge from others who felt "Because You're Mine," the new Mario Lanza hailed as a beautiful job of picture-making, was first of the six. It was a hard choice, all hands agreed, and nobody felt qualified to press matters too hard or too far. Enthusiasm was very strong, moreover, for "Ivanhoe," a noteworthy version of a classic novel by general vote, and, in many minds, the outstanding production effort of all those attractions unfurled here by Metro. Many thought it a bigger show than "Quo Vadis."

The third-time-around version of "The Merry Widow," many concurred, will do considerable for

(*Continued on page 2*)

Admission Prices Increase Again; Children's Tickets Rise Sharply

Washington, May 13.—Children's admission prices in large cities went up sharply in the first quarter of 1952. Adult admission prices rose but less abruptly, the U. S. Bureau of Labor Statistics reported here today.

Each three months the Bureau surveys admission prices in 18 large cities and then weighs the results to indicate price trends in the 34 largest cities.

During the first three months, children's prices rose from 148.3 per cent of the 1935-39 average at the end of 1951 to 152.5 per cent at the end of March. This is the highest figure since March, 1951.

Adult prices, which at the end of December were 176.1 per cent of the base period, went up to 177.1 per cent at the end of March. This, too, was the highest figure since March, 1951, and was the second highest figure on record.

As a result of the increase in both categories, the combined, weighed adult-childrens index reached 173.8 per cent at the end of March. This too, was the second highest figure on record. The high was 175.1 per cent at the end of March, 1951. The December, 1951 figure was 172.4 per cent.

Arbitration Rules Group To Parcel Drafting Task

At its initial meeting here yesterday of a scheduled two-day parley, the Committee on Rules of the Industry Arbitration Conference conceded that the group will have to hold additional meetings, perhaps next week, in order to complete its work of drafting the document which will reflect, in proper legal terminology, the principles or arbitration on which exhibition and distribution agreed at the New York conference on April 22-25.

Herman M. Levy, committee chairman, reported that at the meeting today the membership of exhibition and distribution attorneys will parcel among themselves specific drafting tasks. When the committee gathers again each parceled piece of work will be fitted into the whole, thus forming a document which will have to go through the following channels:

(1) Approval and possible amendment by the second industry conference on arbitration, scheduled to begin on May 26 in New York.

(2) Approval by the constituent

(*Continued on page 6*)

British Production Excellent: Wilcox

Production in England as a profitable enterprise has never been better, Herbert Wilcox declared here yesterday. The producer, who arrived on the *Queen Mary* with his wife, Anna Neagle, attributed the boom to the Eady Plan.



Herbert Wilcox

Wilcox declared that "the market for good British films has never been better and the market for bad British films never worse."

Wilcox is here primarily to negotiate with major distributors for the distribution of three of his films. A deal will be set in a few days, he declared. The films are "Lady With a Lamp," "Derby Day" and "Trent's Last Case."

While here Wilcox plans to study the best commercial approach in the American market for his next film,

(*Continued on page 6*)

Univ. Sales Heads Open Chicago Meet

CHICAGO, May 13.—Universal Pictures' home office sales executives, district managers and promotion executives will open a series of meetings at the Hotel Blackstone here tomorrow to map sales and promotion plans on "The World in His Arms" and other top product to be released during the summer.

Sales executives attending from the

(*Continued on page 6*)

'Reds' Failed In Hollywood, Legion Told

Bergman Cites Records Of House to Prove Case

CINCINNATI, May 13.—The motion picture industry is just as opposed to Communism as the American Legion, Maurice A. Bergman, Universal Pictures public relations director, declared here tonight in an address before the local Legion post.



Maurice Bergman

The complete record of the hearings before the House Un-American Activities Committee in 1951, Bergman said, provides the detailed, documented story of Communist failure and defeat in Hollywood.

Bergman's hard-hitting address was

(*Continued on page 6*)

Chicago Exhibitors Get Tax Relief

CHICAGO, May 13. — In a special move to ease the tax burden of theatre owners here, Cook County Assessor John S. Clark has announced reductions for theatres which have closed or are operating on a curtailed schedule such as week ends only. The reductions are being made as a result of appeals from over 100 theatre owners in the county. Assessed valuations on closed theatres (as of April 1) will be reduced to 20 per cent; 20 per cent reductions will be given to all theatres having only one floor in use, including theatres that have no balconies.

U.A. Release Deal Set by Edward Small

Independent producer Edward Small, who is in New York from Hollywood, has concluded with United Artists a multiple picture production deal, it was learned yesterday.

The contract in work reportedly calls for three to four pictures annually for a period of years.

Insider's Outlook

(*Continued from page* 1)

Lana Turner, go some distance toward establishing a new matinee idol in Fernando Lamas and give countless audiences a delightful, graceful and pleasant piece of entertainment. The sweep of "Scaramouche" and its combination of adventure and romance make it a contender of weight in the current market, it was widely acknowledged, while many saw genuine possibilities in "Pat and Mike," which reunited Spencer Tracy and Katharine Hepburn as a starring team in a bright, well-acted and well-written comedy fresh in story line and treatment.

■

Yet, regardless of how individual viewpoint rated them, all six rated high. This is what inquiring executives at other studios found out. They also found out how the exhibitor group felt buoyed by what it had seen, how morale was refortified, how enthusiasm was recharged, how these showmen propose conveying the sense of this three-day meeting to their personnel and, importantly, to the public beyond. Men like Mitchell Wolfson, speaking officially on behalf of Allied, TOA, Western Theatre Owners, ITO and MMPTA of New York; like Leonard Goldenson and Bob O'Donnell for the United Paramount group, and Sam Pinanski, speaking for New England at large, spread all of these declarations on the permanent record. They went further by entering them on the private record with anyone willing to listen. Plenty listened.

Here in Hollywood, where news filters in slowly and not always fully or accurately, a shot in the arm can be a very useful device these days. The Metro meetings provided such a device. Out of economic necessity, out of competitive urge and out of pride, other major producing factors in Hollywood undoubtedly will act as their situations dictate.

It becomes good business to do so. The future of the industry, now and ever, is inextricably linked to the product. A spur, originating no matter where, deserves recognition, encouragement, endorsement, active support.

Edwin Booth's Daughter

CINCINNATI, May 13.—Mrs. Jane Munsey, daughter of Edwin C. Booth, M-G-M resident manager here, died yesterday after a brief illness at the age of 28. Services will be held Thursday morning at St. Mary's Church at Hyde Park, a suburb, with burial in Indianapolis.

Personal Mention

WILLIAM J. GERMAN, president of W. J. German, Inc., distributor of Eastman motion picture film, and MRS. GERMAN, will leave here today aboard the *S.S. Queen Mary* on a six-week combination business and holiday visit to France, Holland, Belgium, Germany and England.

•

RUSSELL HOLMAN, Paramount's Eastern production manager; HUGH OWEN, Eastern-Southern division manager, and JOSEPH A. WALSH, head of branch operations, have returned here from the Coast.

•

MILTON SPERLING, president of U. S. Picture Corp., and VAN HEFLIN and his wife will be aboard the *S.S. Ile de France* arriving here from France today.

•

BILL BROWN of Loew's Majestic theatre in Evansville, Ind., and his wife will celebrate their 34th wedding anniversary on Friday.

LEO F. SAMUELS, head of Walt Disney's Eastern sales department, is in Cleveland from New York.

•

JOHN and ROY BOULTING, British producers, will arrive here from the Coast today en route to London, leaving Friday.

•

TERRY TURNER, RKO Radio director of exploitation, has returned here from the Midwest.

•

FRED SCHAEFFER of RKO Radio's press book department, has returned to his desk following a long illness.

•

VINCENT KORDA, director of London Films, Ltd., will sail from here today for London aboard the *S.S. Queen Mary.*

•

EMANUELE CASSUTO, an executive of the Italian National Motion Picture Association, is due to arrive here today by plane from Rome.

Nat Wolf Leaving WB Theatres Post

CLEVELAND, May 13.—Nat Wolf, in show business 40 years and since 1932 Warner Theatres Ohio zone manager, today announced his resignation, effective June 1. With Mrs. Wolf he plans to visit their son, Lt. Donald Wolf, serving with the Army in Germany, after which he will enter business for himself.

Wolf's first theatre job was usher in his home town, Houston. His career included exhibition and distribution in the Chicago area prior to coming to Cleveland to operate the 28-theatre Warner Ohio circuit. No successor has been named.

Moves to Lift Ban on 'Latuko'

Attorneys for the Embassy Newsreel Theatre in Newark and the American Museum of Natural History are preparing to seek a restraining order against the Newark Police Department, which banned the African documentary "Latuko" as "indecent."

The order, it was learned, will be sought and served on the parties today, according to present plans.

Meanwhile, another private screening of the controversial film was held in Newark by the Embassy. Attending were a number of civic and educational leaders. It was further learned that the theatre and the Museum plan to use the comments of local civic leaders and clergymen in their brief for a restraining order.

488 'Kangaroo' Spots

A pre- and post-opening air campaign utilizing 488 spot announcements and the first mass use of television trailers ever attempted by 20th Century-Fox is currently under way, heralding "Kangaroo," Australian-made production which will have its premiere on Friday at the New York Roxy.

File $1,050,000 Trust Suit Here

A $1,050,000 trust suit against the eight major distributors, in addition to Randforce Amusement Co. and Metropolitan Playhouses, Inc., was instituted here yesterday in Federal Court by the Hopkinson Theatre, Inc., operating the People's Theatre, Brooklyn, N. Y.

The suit charged that a "conspiracy" existed between 1937 and 1952 to deny the People's Theatre first and second-run product, among other allegations.

A co-plaintiff to the suit is People's Cinema, Inc., now dissolved, which operated the theatre from 1937 to 1940. The theatre involved closed in April.

Take Up Riverside Bid for Towne Status

CHICAGO, May 13.—Briefs and oral arguments in the request by the Riverside Theatre, Milwaukee, to have a decree entered placing the Riverside in a position similar to that enjoyed by the Towne as a result of the Towne decree, were taken under advisement yesterday by Federal Judge Robert E. Teham of the Federal District Court of Eastern Wisconsin. He will hand down an opinion at some future date.

Here in Chicago, oral arguments on the admissability of evidence were heard in the Federal District Court of Northern Illinois on the right of United Artists to share in damages awarded the Milwaukee Towne Theatre in the Towne decree. Further arguments will be heard next Monday.

Loew's Valencia Closing

BALTIMORE, May 13.—Loew's Valencia Theatre, atop the Century Theatre here, will close Thursday. First-run films at the Century have been moving upstairs to the Valencia for extended engagements. No future plans are at hand for the theatre.

Newsreel Parade

GENERAL MARK CLARK's take-over in Far East predominates current newsreels, most of which also feature General Ridgway, atomic war equipment and new jet fighters and bombers. Complete contents follow:

MOVIETONE NEWS, No. 40—Gen. Mark Clark assumes Gen. Ridgway's command in Far East. New jet-liner. YB-60 new jet bomber. British stage mock invasion. Flowery hats for charity. Wellesley girls man shelves. Jeep cowboys.

NEWS OF THE DAY, No. 274—Gen. Ridgway, Gen. Clark. Mothers of the year. Triplets. Jet bomber. New Commando technique. Racing. Yank, German Golden Glovers.

PARAMOUNT NEWS, No. 77—Jeeps on Sunday outing. Gen. Clark inspects new Korean command. Capt. Carlsen in Paris. Rat experiment. "Armed Forces Day" shows teamwork.

TELENEWS DIGEST, No. 20A — Gen. Clark takes over. New jet bomber, Atomic artillery revealed. Anti-atomic defenses. Capt. Carlsen. Horse racing.

UNIVERSAL NEWS, No. 560 — Gen. Clark. New Convair. Train wreck. Triplet convention. Dr. Figl. "Mother of the World." Capt. Carlsen. French fashion figures. Jeepers creepers.

WARNER PATHE NEWS, No. 79—Gen. Clark, Gen. Ridgway. Austrian minister. Commandos. YB-60 Convair. Hawaiian fashions. Cupping shoes. Jeeps.

Palsy Drive Trailer Ready for Theatres

Republic Pictures has completed production of the 1952 campaign trailer for the United Cerebral Palsy Campaign. The trailer stars John Wayne in an appeal for the drive, together with an explanation of cerebral palsy, the methods used in treating sufferers and the need for financial aid in carrying on and expanding the clinical techniques in use.

Running time of the trailer is two minutes and 50 seconds. Titled "Miracle in Motion," it was produced by Republic vice-president Jack E. Baker, with the cooperation of Herbert J. Yates, company president, and James R. Grainger, distribution vice-president.

Bookings are being arranged for Coast-to-Coast showings during May 15-July 1, by Edward L. Hyman and Robert M. Weitman, co-chairmen of the industry's collections committee.

Additional members of the motion picture trade press committee for the Palsy drive include Barney Stein, *Film Bulletin,* and T. E. Mortensen, *Greater Amusements.* Other committee members were announced earlier.

Buchman Trial Delayed

WASHINGTON, May 13.—The contempt of Congress trial of producer Sidney Buchman has been postponed from May 26 to June 16. Buchman is charged with contempt for failing to answer subpoenas of the House.

NTFC Party Here Today

The National Television Film Council's monthly reception, "Wednesday at the Warwick," will be held here today in the Warwick Hotel.

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Make Mine Metro



THE WRITE-IN CAMPAIGN THAT'S SWEEPING THE COUNTRY!

M-G-M's "Seeing Is Believing" trip to California provided an unparalleled opportunity for theatre men to carry back to the nation an enthusiastic first-hand report that has become splendid public relations for the entire industry.

We wish we could have had 10,000 showmen witnessing the screenings of the great M-G-M pictures coming. This was impossible, but every exhibitor may now be assured that never in the history of film business has any company, including M-G-M, had so many fine attractions ready, willing and able to bring crowds into theatres.

Here are some of our pictures, among them most of the big attractions screened in California, for release when your need is greatest, in May, June, July and August:

"SCARAMOUCHE" *(Tech.)*
Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxon, Nina Foch, Lewis Stone, Richard Anderson

"SKIRTS AHOY!" *(Tech.)*
Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine

"THE GIRL IN WHITE"
June Allyson, Arthur Kennedy, Gary Merrill

"CARBINE WILLIAMS"
James Stewart, Jean Hagen, Wendell Corey

"PAT AND MIKE"
Spencer Tracy, Katharine Hepburn, Aldo Ray, William Ching

"LOVELY TO LOOK AT" *(Tech.)*
Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller

"MR. CONGRESSMAN"
Van Johnson, Patricia Neal, Louis Calhern, Sidney Blackmer

"THE DEVIL MAKES THREE"
Gene Kelly, Pier Angeli

"FEARLESS FAGAN"
Janet Leigh, Carleton Carpenter, Keenan Wynn

"IVANHOE" *(Tech.)*
Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams

★

And in September the famed **"THE MERRY WIDOW"** *(Tech.)* Lana Turner, Fernando Lamas—followed by **"BECAUSE YOU'RE MINE"** *(Tech.)* Mario Lanza, Doretta Morrow.

Loaded with gay gobs





GOBS

with

ROBERT HUTTON · CATHY DOWNS · GO

Written by ARTHUR T. HORMAN · Associate Producer SIDNEY PICKER · Directed

***Direct from 4 years of success at the Pallo**

Antwerp; Cope

'n gorgeous gals!

..AND AIMED RIGHT AT

YOUR BOX OFFICE!

Introducing the
internationally famous
comedy team

GEORGE and BERT

BERNARD

Now in their first American Motion Picture

ffinest Hit of the Year!



and GALS

N JONES · FLORENCE MARLY · LEON BELASCO

GSTEEN · A REPUBLIC PICTURE · Republic Pictures Corporation
Herbert J. Yates, President

, London; Lido, Paris; Moulin Rouge, Geneva;
en; Oslo; Milan.

UK Government Sees No Studio Space Shortage Threatened

LONDON, May 13.—The government today showed some concern but refused to concede that the recent closing or sale of film studios would prevent British producers from making sufficient pictures to fulfill their quota.

Questioned in the House of Commons on the subject, and with the implication that production facilities here may not be adequate to meet the quota if J. Arthur Rank's Denham studios are sold, as reported, Henry Strauss, the Board of Trade's Parliamentary secretary, said:

"We certainly regard it as a matter for concern if for lack of studio space not enough British films are made to supply the quota. But filmmakers don't appear hampered by lack of studio space, nor do we consider that such a situation is likely to arise if Denham ceases to be available for production."

The Isleworth studios was sold last week and Teddington studios earlier to non-industry purchasers. Several smaller studios have been closed and reports of the imminent sale of Denham have not been denied.

FIEC Fulminates

Meanwhile, the Film Industry Employes Council, comprising Associated Cine Technicians, Equity and other studio unions, but not the National Association of Theatrical and Kine Employes, issued another statement fulminating over the sale of Isleworth and the rumored sale of Denham. FIEC claimed the studio sales are a crippling blow to British production, which will be unable to meet the quota unless the sales are cancelled.

The statement also demands a revision of the Anglo-U. S. film agreement to limit the number of American films which can be imported here and decreasing the permitted uses of blocked funds of American distributors. An increase in screen time for British pictures also is asked.

FIEC is seeking an interview with the Chancellor of the Exchequer and the Board of Trade president prior to the beginning of the government's talks with American industry representatives on the revised film agreement to take effect next Oct. 1. No date for the talks has been set yet but F. W. Allport, Motion Picture Association of America representative here, is in Paris for consultations with Eric Johnston, MPA president, from which may come a suggested meeting date, with late summer regarded as the most likely time for the sessions.

'My Son John' Endorsed

ALBANY, N. Y., May 13.—The Family Rosary Crusade is distributing gratis a folder, through the courtesy of Paramount Pictures, that contains Rosary devotions and an endorsement of "My Son John" by Father Patrick Peyton, founder of the group prayer movement and producer of the network radio program, The Family Theatre.

INDEPENDENT PRODUCERS, DISTRIBUTORS, EXHIBITORS!

Our staff of movie ad specialists will handle your attraction from copy to finished art—from slug to complete press book campaign. Sensible non-agency fees. Box 409, Motion Picture Daily, 1270 Sixth Ave., New York 20.

Review

"Clash By Night"

(RKO Radio)

A PORTRAIT OF LIFE set in drab and sometimes sordid tones is offered in "Clash by Night." Based on the play of the same name by Clifford Odets it offers the film-goer a strong brew. The picture should lure those who go to the theatre only when something out of the routine is presented. The picture boasts some attractive marquee names and their performances under Fritz Lang's direction are strong and striking.

The story opens with Barbara Stanwyck returning to her native seacoast town a disillusioned young lady after an absence of 10 years. Obviously she tasted the hard realities of life during her absence. To Paul Douglas, a big, honest, simple-hearted fishing boat skipper, Miss Stanwyck is beautiful and lovable and presently he woos and marries her.

Alfred Hayes devised a fully-round screenplay that gives a good insight into troubled human motives. Sprinkled throughout the story are bits of humor and philosophical touches that are the familiar mark of Odets.

After a year of marriage and a baby, Miss Stanwyck, bored and restless, finds herself becoming strongly attracted to Douglas' friend, Robert Ryan, a cynical towering man who alternates between compulsive gaiety and brooding outbursts over his faithless wife, from whom he is separated. Finally things reach a point where Miss Stanwyck decides to run away with Ryan.

Explosive domestic complications follow that wring out the emotions of all involved. Finally, however, Miss Stanwyck realizes the false path she is taking and begs and receives Douglas' forgiveness.

A romance between Miss Stanwyck's brother, Keith Andes, and Marilyn Monroe is spun absorbingly into the story. Excellent character studies are provided by J. Carrol Naish and Silvio Minciotti.

A Jerry Wald and Norman Krasna presentation, it is well made and emotionally moving. Harriet Parsons produced.

Running time, 105 minutes. Adult audience classification. For June release.

MANDEL HERBSTMAN

Arbitration Rules

(*Continued from page* 1)

units of the exhibitor organizations involved and, presumably, by the 10 distributors who are participating in the conferences.

(3) Approval by the Department of Justice.

(4) Approval by the New York Statutory Court for its inclusion in the consent decrees in the industry anti-trust suit.

The meeting yesterday, Levy said, was devoted for the most part to a general discussion of the matters agreed on at the initial arbitration conference. Present at the meeting, in addition to Levy, were: Austin Keough, Paramount; Adolph Schimel, Universal; Robert W. Perkins, Warner Brothers; Theodore Black, Republic, and Mitchell Klupt, Metropolitan Motion Picture Theatres Association. Levy is general counsel to the Theatre Owners of America, at the headquarters of which the two-day meeting is being held.

Committee members who were unable to attend yesterday were Milton C. Weisman, Independent Theatre Owners Association of New York; L. S. Hamm, Western Theatre Owners; Irving Moross, Columbia, and Abram F. Myers, Allied States Association. Myers sent his regrets explaining that he was burdened with work following the recent Allied board and unit meetings he attended. The Allied counsel indicated to Levy that he expected to be able to attend a future meeting of the group.

The meeting today, Levy said, will be open to all attorneys of arbitration conference participants.

British Production

(*Continued from page* 1)

"Beggar's Opera." The film stars Laurence Olivier and shooting will begin in June.

Wilcox will return to England on Tuesday.

RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N. S. S. EXCHANGE.

Univ. Sales Heads

(*Continued from page* 1)

home office are headed by Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager, and include Ray E. Moon, assistant sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; P. T. Dana, Eastern; James J. Jordan, circuit sales manager and Irving Sochin, assistant to Feldman.

District managers attending are John J. Scully, Boston; David A. Levy, New York; P. F. Rosian, Cleveland; M. M. Gottlieb, Chicago; Barney Rose, San Francisco; James V. Frew, Atlanta, and Henry H. Martin, Dallas.

David A. Lipton, vice-president in charge of advertising-publicity, who is attending all sessions, running through Friday, will be joined on that day by Charles Simonelli, manager of the Eastern advertising-publicity department; Philip Gerard, Eastern publicity manager, and Jeff Livingston, Eastern advertising manager.

O'Donnell Calls Star Tours A 'Necessity'

HOLLYWOOD, May 13.—"Movietime, U.S.A." tours director Bob O'Donnell declared today, on leaving here for Dallas, that Autumn plans for a step-up in pace will be a direct result of their impact on the box office.

O'Donnell said, "conclusive results of our new approach to tours establish beyond question that this phase of the Council of Motion Picture Organizations' public relations program is not only bearing fruit but is an asset and necessity in our business. I cannot stress too strongly the need for wider knowledge of what "Movietime" tours are accomplishing and the need for all out support from all branches of our industry."

Concurrently, Screen Producers Guild president Sol Siegel announced the formation of a speaker's bureau to supply SPG members for speaking and discussion appearances for COMPO, MPIC and other industry organizations. William Perlberg, former SPG president, will appear for the Guild at the Texas COMPO meeting June 8-11.

Convention Folder Published by TOA

A colorful printed folder heralding the Sept. 14-18 annual convention in Washington of the Theatre Owners of America has been prepared by the organization for mailing to members and to equipment firms that may wish to rent booth space at the trade show which will be held in conjunction with the meetings.

Designed and composed by Dick Pitts, TOA's acting executive director, the folder presents a floor plan of the convention quarters, statements by various TOA leaders, other explanatory material and photographs of places of interest in the nation's capital.

'Reds' Failed

(*Continued from page* 1)

considered to be the industry's answer to attacks on alleged Communist infiltration in Hollywood.

Detailing the industry's answer to what Bergman called "wild charges" leveled against it, he stated:

"The record of the House Un-American Activities Committee clearly shows that Communist propaganda never has appeared in motion pictures; that Communists have been routed from leadership and positions of influence in the guilds, trade and craft unions and that Hollywood 'front' organizations have been reduced to an effectual handful, their membership shorn of 'names' and the flow into Communist coffers reduced to a mere trickle.

"And most important of all, the report clearly indicates that the film industry has done an outstanding job of ridding itself of Communists and has cooperated fully with the House Committee," he declared.

Bergman spoke under the auspices of the Council of Motion Picture Organizations as part of his whirlwind 12-day Ohio speaking tour.

The COMPO spokesman told his audience of the community and national drives which have been supported by the industry. Added Bergman: "Permit me to say that we were the only American industry that gave our wares away during World War II."

"All of these things give us a feeling of pride in our business, and, of course, we are a little sensitive when certain misconceptions about us are given much more publicity than they are entitled to get," Bergman declared.

Family Admitted for $1

SCHENECTADY, N. Y., May 13.—John Gardner has adopted a "Family Night" group admission policy for the Colony here on Saturdays, charging one dollar for parents and children.

Gives Truman TV Film of Tour

Washington, May 13.—Barney Balaban, Paramount Pictures president, has given President Truman a 50-minute 35mm. TV film recording of the President's personally-conducted tour of the remodeled White House.

Using its theatre television film recording system in the Paramount home office in New York, the company filmed the tour on May 3.

Add 4 Exhibitors To Para. Hearings

WASHINGTON, May 13.—Federal Communications Commission attorneys today added four additional names to the list of independent exhibitors who will tell the Paramount hearing about their contracts with Paramount.

They are Ralph Goldberg, Omaha; Dave Edwards, Salt Lake City; Ed. Silverman, Chicago, and Donald B. Levertte, Overton, Tex. The 10 exhibitor witnesses whom Commission attorneys will put on are expected to start testimony at the end of this week.

Commission counsel expect to finish their examination of United Paramount Theatres director A. H. Blank tomorrow. Blank, who will also be a director of the company which would be formed by the proposed merger between UPT and American Broadcasting, has been describing details of his theatre negotiations and activities from the mid-1920's.

Following Blank, Skiatron president Arthur Levey will resume the stand to complete his testimony on Scophony Corp. of America.

House Talks Tax Bill To Aid Professionals

WASHINGTON, May 13.—Many individuals in all branches of the film industry would be affected by a bill on which the House Ways and Means Committee held hearings today.

The measure would permit professional and other self-employed person or persons not covered by company pension plans to put from 10 to 15 per cent of their annual income into special government bonds or private retirement funds and to avoid payment of income taxes on these earnings. The taxes would be paid later, when the money is withdrawn from the fund or when the bonds are cashed.

The proposals are likely to encounter opposition from the Treasury Department and probably will not be enacted this year, but backers said that this was the first time that the proposals even had hearings.

Among the groups endorsing this legislation today were the Authors' League, the American Federation of Radio Artists and the Television Authority. They emphasized that many workers in the entertainment field free-lance, and also that incomes in this field are subject to wide fluctuation, making income taxes especially burdensome in good years, with no compensating relief in bad years.

Television--Radio

Comment and Opinion

[Fred Hift is on vacation. His "Television-Radio" column, a regular Wednesday feature in MOTION PICTURE DAILY, *will be resumed next week on his return.]*

TELEVISION and radio network spokesmen responded quickly to the Congressional move to probe the programming contents of current shows. A spokesman for the Mutual Broadcasting System said children's programs come under the perusal of the network's own censorship staff. Congressional charges of putting on "immoral" programs were vigorously denied by National Broadcasting. In a statement, NBC pointed out that it subscribes to the code of the National Association of Radio and Television Broadcasters. NBC's programs have always been in good taste and decent in content, the network added.

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Meanwhile, in Boston, Frieda Hennock of the Federal Communications Commission last night urged Catholic women to lead in a campaign to establish a $250,000 non-commercial "Television School of the Air in Boston." She addressed the 16th Diocesan Congress of Catholic Women at the Statler Hotel. Children, she said, spend more time before television screens than they do in school. The large number of murder mysteries over TV was also hit by Miss Hennock.

☆ ☆ ☆

Here in New York today, plans for the 15-acre CBS Television City in Hollywood will be unveiled. On hand for the occasion will be J. L. Van Volkenburg, president of CBS-TV, who will illustrate his talk to the press with an all-electronically operated model of the TV City, which, by the way, is already under construction.

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With the election fever taking hold, candidates are learning to watch their TV manners. CBS-TV is operating a television school in Washington for Presidential and Senatorial hopefuls. Following the opening session Saturday, Senators William Benton, of Connecticut, and Edward Martin, of Pennsylvania, went shopping for blue shirts. No, the blue shirts were not the symbol of a new political movement. Rather, the shirts symbolized TV's coming of age. Blue shirts, the TV tutors pointed out, don't reflect light back into the television camera as white ones do. And the Senators, mindful of their TV manners, sought to please the audience's eyes.

☆ ☆ ☆

There were a number of personnel promotions and changes this week. N. (Bert) Colman O'Leary, studio engineer for the American Broadcasting Co. has been promoted to master control supervisor. L. S. Thomason, who has been active in the production and sale of television commercials for several years, has joined Screen Gems, Inc., TV department, in a sales capacity. Thomason will handle commercial contracts for Screen Gems TV and for the Screen Gems division of United Productions of America.

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CBS Television won six awards for excellence in advertising design, advertising art, and TV commercials, in the 31st annual national exhibition of advertising and editorial art conducted by the Art Directors Club of New York. . . . *Program Notes* . . . . The Preakness Stakes will be broadcast exclusively over the CBS television and radio network from the Pimlico race track in Baltimore Saturday. . . . The Ritz Brothers will make their first appearance on NBC-TV's "All Star Review" as the stars of the show this Saturday. . . . General Eisenhower's first address after his scheduled return to the U. S. from his NATO command will be simulcast by NBC television and radio on June 4 at a homecoming welcome in Abilene, Kan.

20th Foreign Heads Here for Confabs

Plans for forthcoming releases in Latin-America are currently under discussion at the 20th Century-Fox home office with the arrival of several of the company's managers for conferences with president Murray Silverstone and vice-president Emanuel Silverstone of 20th-Fox International Corp.

Arriving in New York yesterday for the meetings were managers Henry King, Puerto Rico; Joel Hart, Peru, and Allen M. Noye, Mexico.

Le Chanois Cited by Ten Preview Units

Ten national preview organizations and the Motion Picture Association of America were hosts here yesterday at a reception in honor of Jean Paul Le Chanois, French writer and director of "Passion for Life," at the Harvard Club.

Although the author could not be present, citations for him were accepted by Jean Benoit-Levy, former director of the film division of the UN.

HELP THE CEREBRAL PALSY CAMPAIGN.

Personnel Changes Rapid in TV Field

Indicative of the fluidity of personnel and equipment in TV, there have been changes in top executive personnel at 25 per cent of the stations now on the air during the past six weeks, according to the Broadcast Information Bureau.

Incidence of change was highest at network "owned and operated" stations and at the operations of owners of multiple stations, it was said.

U. S. Firms Fight Austrian Tax Plan

The threat of a 25½ per cent tax on American product in Austria, in addition to the 5½ per cent turn-over tax now paid by American distributors, was revealed here yesterday by Alfred E. Daff, Universal Pictures vice-president and director of world sales.

Daff, who has returned from a visit to Europe, said that the new tax is now under consideration by the Austrian government. It is being vigorously opposed by American film representatives in Vienna, he added.

The Universal vice-president described business conditions in Austria as "consistent" with the previous year when they were favorable. The same holds true for Britain, Daff said. The prevalent opinion in France, Daff added, is that there would be a drop in business this summer, with the over-all picture, however, for the current year remaining at about par with 1951.

Introduced Parties

Daff had no comment on the meetings in London between J. Arthur Rank and Milton Rackmil, Decca president, whose stock holdings in Universal Pictures now are greater than Rank's. Although Daff introduced the two parties, the Universal vice-president said that he did not participate in any of the discussions, reported to have dealt with the proposed merger of the two companies and the possible acquisition of Rank stock by Rackmil.

Daff is scheduled to visit the Coast following the current Universal sales meeting in Chicago, which he will attend.

Harry Weiner on Leave from UA

Harry Weiner, considered the dean of American distribution representatives in Cuba, and United Artists' manager in Havana for the last 31 years, has requested relief from active management of the branch as of June 1. The company has granted the request with the proviso that, starting September 1, Weiner would continue his service with the Cuban organization as a special consultant, it was announced here yesterday by Arnold Picker, UA foreign distribution vice-president.

Simultaneously, Picker named Jose del Amo, formerly assistant manager, as acting manager in Cuba. Del Amo joined UA in 1928 as a clerk in the Havana office, rising to booker, salesman and assistant manager.

Half-White, Half-Indian...ALL MAN!



He sparked a revolt against white man's villainy that set Apache land aflame!

THE HALF-BREED

Color by TECHNICOLOR

STARRING

ROBERT YOUNG · JANIS CARTER

JACK BUETEL ·

Directed by STUART GILMORE • Screenplay by HAROLD SHUMATE and RICHARD WORMSER

RKO RADIO PICTURES







FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 95 NEW YORK, U.S.A., THURSDAY, MAY 15, 1952 TEN CENTS

$334,627 Net In 1951 for RKO Pictures

$5,800,000 Estimated Loss in Previous Year

RKO Pictures Corp. earned $334,627 in 1951, its first year of operation since the split-up of Radio-Keith-Orpheum into separate exhibition and production-distribution entities, it was disclosed here yesterday in the company's annual report.

This compares with an estimated net loss of approximately $5,800,000 on a *pro forma* basis for the preceding year, according to the report.

The annual statement reported that while so far this year the company's gross business has exceeded that of the comparable period of last year, results have not been profitable. A financial statement for the first quarter is not yet available.

Income from film rentals for the year ended Dec. 31, 1951 was given as $57,444,269.

Income of prior years realized from

(*Continued on page 2*)

RKO Pictures Board Up for Reelection

The reelection of the present five-man board of directors of RKO Pictures Corp. is proposed by management in its proxy statement to stockholders, in preparation for the company's annual meeting in Dover, Del., on June 4.

The nominees are: Ned E. Depinet, Noah Dietrich, Howard Hughes, Francis J. O'Hara, Jr., and J. Miller Walker.

Hughes' stock holdings was listed at 1,013,420 shares as of March 31, representing about 26 per cent of the total outstanding stock.

Reagan Presides at MGM Meeting Today

WASHINGTON, May 14.—Third of the five M-G-M regional sales meetings will get under way here tomorrow at the Wardman Park Hotel with 32 branch, district and division managers from the field, in addition to salesmen and home office executives in attendance. Charles M. Reagan, gen-

(*Continued on page 2*)

Arbitration Plan Drafters To Meet Tomorrow, Monday

The Committee on Rules of the Industry Arbitration Conference will hold its third meeting here tomorrow, and another on Monday, in connection with its "putting on paper" the arbitration principles on which exhibition and distribution have agreed to date, Herman M. Levy, committee chairman, reported yesterday following the second of two days of meetings at the Theatre Owners of America headquarters.

The committee, composed of distribution and exhibition attorneys, tomorrow will set up a sub-committee which will do the actual drafting of the document that has to be approved by the second industry arbitration conference slated to open May 26 at the Hotel Astor here, Levy said. Members of the sub-committee, he indicated, will parcel among themselves specific drafting tasks.

Levy regarded more than four meetings of the full committee as likely, so the possibility exists that more than one gathering of the group will take place next week. The sessions on Tuesday and yesterday were devoted in the main to discussion, Levy said, adding that the task of drawing up the documents is no easy one in that "one sentence mandates on particular aspects of the principles agreed to" at the April 22-25 industry conference must be translated into legalistic lan-

(*Continued on page 2*)

Coyne Cites 'Reds' Hatred of Hollywood

FONT ROYAL, Va., May 14.—Citing attacks that have been made on the American motion picture industry by Soviet newspapers, Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, this evening told a meeting of the Font Royal Kiwanis Club that, "outside of the church and home there is no influence more diametrically opposed to Communism and its teachings than the American screen."



Robert Coyne

Asserting that the motion picture

(*Continued on page 2*)

Rackmil Concludes 'U' Talks with Rank

LONDON, May 14.—Milton Rackmil, president of Decca Records, owner of a controlling stock interest in Universal Pictures, sailed for New York on the *Queen Elizabeth* today after a week of conferences with J. Arthur Rank here on the proposed Decca-Universal merger.

Both Rackmil and Rank declined to divulge the results of the conferences.

(*Continued on page 2*)

BBC Seeks TV Film Deal with UK Trade

LONDON, May 14.—A proposal from British Broadcasting for a rapprochement with the film industry in return for making available to BBC television 104 "prestige" films annually which have exhausted their theatrical possibilities, was considered today at a meeting of the Cinematograph Exhibitors Association's general council.

The proposal was said to have been

(*Continued on page 2*)

Freeman and O'Hara Are Invited to Defense Dep't Orientation Meeting

Washington, May 14.—J. Frank Freeman, Paramount Pictures' vice-president, and Motion Picture Association of America vice-president Joyce O'Hara have been added to the list of film industry officials invited to attend the next Defense Department orientation conference.

The conference, which will run from May 28 to June 7, is to acquaint leaders in all industries with the world situation and current Defense Department problems and programs. Invitations went out previously to Monogram president Steve Broidy, Columbia president Harry Cohn and Screen Actors Guild president William Holden. Cohn has notified the Department he will not be able to attend, while Broidy has already accepted, it was learned.

18 Set by 'U' For 2nd Half; 35 for 1952

Daff and Feldman List Films at Sales Meet

CHICAGO, May 14.—Universal's full program for 1952 will total 35 productions. Details of the 18 pegged for the last half of the year were given here today to field sales and promotion personnel by Alfred E. Daff, vice-president and director of world sales, and Charles J. Feldman, domestic sales manager. The occasion was the opening of a three-day sales confab at the Hotel Blackstone. The total of 35 releases for 1952 is the same as last year's.



Alfred E. Daff

At the same time it was announced

(*Continued on page 4*)

Autry to Appeal TV Film Decision

LOS ANGELES, May 14.—Gene Autry will appeal Federal Judge Ben Harrison's decision Tuesday, denying Autry's petition for an injunction to restrain Republic from releasing 56 features in which he appears to television.

The judge's decision, directly contradictory to Federal Judge Peirson Hall's decision in Roy Rogers' similar case last year, disregarded Autry's contention that advertising sponsorship of his pictures was not authorized in the contract under which they were made, and held that theatres as well as television stations frequently purvey advertising to their viewers.

FP-C Ends Heavy Building Program

OTTAWA, May 14.—With the completion of the new Paramount Theatre in Edmonton, the building program of Famous Players Canadian Corp. will be ended for the present. Since government controls were relaxed, the corporation and associated units spent over $15,000,000 on construction.

RKO Pictures

(*Continued from page* 1)

foreign sources, less a portion of foreign income for 1951 presently subject to currency restrictions, was put at $3,101,073. The company's total expenses were reported at $61,411,019 for the year.

Foreign operations of the company were said to be continually improving with the unfreezing of substantial amounts of previously blocked currency during the year.

"In consonance with present policy to reduce picture inventory and conserve cash," the report stated that the studio plans a "very reduced production schedule for the first half of 1952." During the current month plans to start production on three pictures were disclosed.

The report emphasized the role independent producers play in the company. Last year, the report stated, somewhat more than half of RKO Pictures' film rentals came from independently produced product released through RKO Pictures. Mention was made of the company's distribution arrangements with Samuel Goldwyn, Walt Disney and Sol Lesser.

Under the heading of domestic operations, the report commented on the decline in box-office receipts compared to the lush war years, blaming it partially on home television.

The large amount of anti-trust litigation was called one of the industry's major problems and hope was expressed that current industry efforts to establish conciliation and arbitration machinery will be successful.

Coyne on Tour

(*Continued from page* 1)

community is "violently patriotic," Coyne pointed out that it has been repeatedly attacked in Soviet newspapers as the center of "imperialist propaganda."

Coyne, in Virginia this week on a speaking tour for COMPO, addressed a luncheon earlier in the day at the Rotary Club and the High School senior class at Woodstock. He will speak in Staunton and Winchester tomorrow and will conclude his tour on Friday with an address before the Rotary Club here.

"The House Committee on Un-American Activities," Coyne told the Kiwanis gathering, "has repeatedly probed the industry. This Committee and other investigators have declared quite sweepingly that no Communist propaganda has been detected in films. The industry has been given what amounts to a clean bill as to picture content."

However, Hollywood has, he continued, "been repeatedly pictured as a refuge for Communists and fellow travelers and a source of funds through salaries paid to misguided individuals. The question has been raised as to whether due diligence has been used by the guilds and by management to clean house. It is my judgment that Hollywood has gone to extremes to clean house far beyond normal obligations."

Coyne pointed out how memberships of the talent guilds had eliminated subversive elements.

Personal Mention

RUSSELL V. DOWNING, president of Radio City Music Hall, has returned here from the Coast.

•

MYER P. BECK, independent producers' representative here, expects to leave St. Clare Hospital's Annex in a week, following an operation, and to return to his office shortly thereafter.

•

WILLIAM W. HOWARD, vice-president of RKO Theatres, will leave here today for Chicago, Cleveland, Rochester and Syracuse.

•

CHARLES STEINBERG, Warner Brothers assistant Eastern publicity director, will be in Washington today from New York.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, left here last night for New Haven and will return tomorrow.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, has returned to his Hollywood office following five days of illness.

MORRIS HELPRIN of London Films is due back here today from London.

•

ROBERT WELCH, Paramount producer, has returned to Hollywood from New York after 82 Coast-to-Coast appearances for the Council of Motion Picture Organizations.

•

JACK LEVIN, president of Jack H. Levin Associates, has been appointed to the board of directors of the New York Advisory Council of the Anti-Defamation League.

•

ROBERT DOWLING, president of City Investment Co., is due to return here from London today by plane.

•

WILBUR SNAPER, president of national Allied, will leave New York on Monday for Cleveland.

•

ILYA LOPERT, president of Lopert Productions, will arrive here today from Europe.

•

ZOLTON KORDA, British producer, will arrive here today from London.

Maroney Is Named Trinidad Manager

Robert C. Maroney has been appointed manager of RKO Radio's Trinidad office by Phil Reisman, foreign distribution vice-president. Maroney, who has been assistant manager in Panama, succeeds the late E. C. Telfer.

Maroney has been with RKO since 1945, when he assumed duties as head of the 16mm. division of the home office foreign department.

Reagan Presides

(*Continued from page* 1)

eral sales manager, will conduct the three-day session which will take in six branches under the supervision of Rudy Berger, Southern sales head with offices at the local exchange.

Also from the local branch will be manager Jerome Adams, salesman Paul Wall, Sidney Eckman, Francis M. Sharkey, Pete Prince and Tom Baldridge, exploiteer; from Atlanta there will be Charles Kessnich, district manager; H. Russell Gaus, branch manager; Emery Austin, exploiteer and salesmen Ben Butler, Harris B. Wynn, Edward Bendler, James Stanton and Judson Moses; from Jacksonville, Fred Hull, branch manager, and Charles Turner and John Allen; Charlotte, branch manager Jack C. ReVille, and salesmen Thomas E. Bailey, Richard L. Huffman, C. L. Autry, B. J. Ross and Thomas B. Cosgrove; from Memphis, Louis C. Ingram, manager, and salesmen James W. Ronsiek, James R. Fly, and P. Hollis Holmes; New Orleans, C. James Briant, manager, and salesmen W. H. Bridges, Ralph Hogan and Helmer P. Mosley.

With Reagan from the home office will be E. M. Saunders, H. M. Richey, Jay Eisenberg, William B. Zoellner, M. L. Simons, Leonard Hirsch, Dan S. Terrell and Joel Bezahler.

Treasury Gets UK Industry Tax Plan

LONDON, May 14. — A united industry plan for revision of the entertainment tax incidence will be presented to Boyd Carpenter of the Treasury tomorrow.

The plan, based on a new seat price scale prepared by Sir Alexander King of the Cinematograph Exhibitors Association, and supported by an analysis prepared by accountants, was accepted by CEA officers today and approved by its general council. The figures already have been sent to Customs and Excise officials for their study and to permit them to brief Carpenter before tomorrow's meeting.

Other industry associations, including producers and distributors, at a later meeting with CEA's executive council, approved the proposed seat prices contained in the plan.

WB Cleveland Zone Will Be Split Up

CLEVELAND, May 14.—The position of Nat Wolf, Warner Theatres Ohio zone manager, who has resigned, effective June 1, will not be filled, it is understood.

Supervision will be divided among other Warner zone managers, in line with a trend brought about by divorcement under the decree.

Arbitration Plan

(*Continued from page* 1)

guage that will satisfy all of the principals, the Department of Justice and the New York Statutory Court.

In addition to Levy, the following attorneys were present at the meeting yesterday: Austin C. Keough and Robert J. Rubin, Paramount; Adolph Schimel, Universal; Robert W. Perkins, Warner Brothers, and Mitchell Klupt, Metropolitan Motion Picture Theatres Association.

Rackmil-Rank

(*Continued from page* 1)

leaving the impression here that whatever agreement, if any, was reached requires New York acquiescence.

Unconfirmed reports were that Rackmil had offered Rank a choice of selling his Universal stock to Decca at a premium rate or buying sufficient "U" shares from the record company to place Rank's holdings on a par with Decca's. In either eventuality, Rank's long term contract for distribution of Universal product in Great Britain would be protected, it is reported. Decca holds about 26 per cent of the "U" stock; Rank about half that.

It is estimated it would cost Decca at least $2,700,000 to buy up the Rank holdings, whereas Rank could buy approximately seven per cent of Decca's holdings to equalize his and Decca's position for around $1,200,000.

Although no plan for the merger of "U" and Decca has been completed Rank is believed to be opposed to the idea. His acquiescence is important, not only because of his stock holdings and his distribution contract, but also because his theatres here, in Canada and Australia are major revenue suppliers for Universal product.

The general belief here is that after Rank has studied the Rackmil proposals and the latter has conferred with New York associates, Rackmil will return here for a final meeting with Rank at which, it is believed, an agreement carrying with it Rank's approval of a merger will be concluded.

BBC Seeks Deal

(*Continued from page* 1)

accompanied by a veiled threat that unless agreement is reached BBC will have recourse to films supplied by other sources, including films especially made for TV in America and elsewhere. In this connection, reports are recalled that Sir Alexander Korda plans to switch a large part of his production activities to films for television. Those plans are believed to figure in Korda's recent six months notice of intention to resign from the British Film Producers Association.

CEA's general council side-stepped action on the BBC proposal by terming it a matter for the joint committee of producers, distributors and exhibitors, to which it was referred. However, the council reaffirmed its adamant attitude against making any television film deal with BBC.

Further action may depend to a large extent on the government's television "white paper" which may be published tomorrow.

The government is faced with the growing irritation of viewers over current television programs and strong demands from its own supporters that sponsored television be permitted. However, political opinion here holds that commercial TV will be impracticable until the nation's rearmament program has been completed, three years hence

Vidicam Completes Three

Vidicam Pictures has completed shooting the first three in a series of 15-minute films based on Richard Willis' "Here's Looking at You."

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A heart-winner!

"The Winning Team"

from WARNER BROS.



This is the true, truly wonderful story of one of the Big League's all-time 'greats', Grover Cleveland Alexander—and his blue-eyed Aimee, the girl who inspired the cheers that rocked the nation—

TRADE SHOW MAY 21! *Get a happy eyeful of the big new Warner winner!*

DORIS DAY ★ RONALD REAGAN

in... AND AS

"The Winning Team"

FRANK LOVEJOY



...LLER · JAMES MILLICAN · RUSTY TAMBLYN · HUGH SANDERS · GORDON JONES · FRANK FERGUSON · WALTER BALDWIN · DOROTHY ADAMS

SCREEN PLAY BY TED SHERDEMAN and SEELEG LESTER & MERWIN GERARD · PRODUCED BY BRYAN FOY · DIRECTED BY LEWIS SEILER

ALBANY
Warner Screening Room
110 N. Pearl St. 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
112 S High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Fanchon & Marco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

18 Set by 'U'

(*Continued from page* 1)

that "The World in His Arms," described as Universal's record-budget production, has been designated as "U's" 40th Anniversary Year picture and will be released nationally in August. Produced in color by Technicolor, it stars Gregory Peck and Ann Blyth and was directed by Raoul Walsh.

Recalling the joint statement made by Leo Spitz, executive head of production, and William Goetz, in charge of production, when they announced product plans for the Anniversary Year and characterized the program as "the most ambitious ever undertaken by the Universal-International studio," Daff pointed out that the releases during the second half of '52 will fully reflect this planning.

Product scheduled for the second half of the year will be launched with the July release of "Francis Goes to West Point," third in the series of "Francis" pictures starring Donald O'Connor; "Has Anybody Seen My Gal," Technicolor, starring Piper Laurie, Charles Coburn, Rock Hudson and Gigi Perreau, and "Sally and Saint Anne," starring Ann Blyth and Edmund Gwenn.

Scheduled to follow are "The World in His Arms"; "It Grows on Trees" starring Irene Dunne, Dean Jagger and Joan Evans; "The Duel at Silver Creek," Technicolor, Audie Murphy, Faith Domergue, Stephen McNally; "Lost in Alaska," Abbott and Costello; "The Untamed Frontier," Technicolor, Joseph Cotten, Shelley Winters, Scott Brady; "Son of Ali Baba," in Technicolor, Tony Curtis and Piper Laurie; "Willie and Joe Back at the Front," successor to "Up Front," starring Tom Ewell and Harvey Lembeck; "The Texas Man," Technicolor, Robert Ryan, Julia Adams and Rock Hudson; "Yankee Buccaneer," Technicolor, Jeff Chandler, Scott Brady and Suzan Ball.

Also, "Against All Flags," Technicolor, starring Errol Flynn and Maureen O'Hara; "The Raiders," Technicolor, Richard Conte and Viveca Lindfors; "Magic Lady," Loretta Young, Jeff Chandler, Alex Nicol; "Black Castle," Stephen McNally, Richard Greene, Boris Karloff, Paula Corday, Lon Chaney, and "Bonzo Goes to College," starring Maureen O'Sullivan, Charles Drake, Gigi Perreau, Edmund Gwenn and Gene Lockhart.

Women's Clubs Award to 'U' For Studio's 'Bright Victory'

MINNEAPOLIS, May 14. — Peggy Dow, Universal-International star, appeared as a guest last night at the national convention of the General Federation of Women's Clubs and accepted a special award made by the organization for the studio's production of "Bright Victory." Miss Dow co-starred in the film with Arthur Kennedy.

'U' Foreign Sales Hit All-Time Record

Foreign sales of Universal International Films, Inc., during the final week of the 18-week "Nate Blumberg Drive," were the biggest in the foreign subsidiary's history and topped by 63 per cent the previous highest week ever recorded by U-I abroad, the company reported here yesterday.

India was the winner in the 18-week drive, which ended May 2, it was disclosed by Americo Aboaf, foreign sales vice-president.

India, managed by James MacFarlane, was followed by France, North Africa, Egypt and Pakistan. The following foreign branches also exceeded the quotas assigned to them: Argentina, Australasia, Belgium, Brazil, Burma, Chile, Cuba, Germany, Greece, Holland, Israel, Italy, Japan, Mexico, Panama, Siam, Singapore, Spain, Sweden and Switzerland.

Review

"Red Planet Mars"

(Hyde-Veiller-United Artists)

ITS TITLE NOTWITHSTANDING, this presentation of Donald Hyde and Anthony Veiller has small claim to being science fiction in the common acceptance of that term. Space ships and men from Mars are conspicuous by their absence. There is, however, considerable preoccupation with electronics and radio-television messages from that mysterious planet in the screenplay on which producer Veiller collaborated with John L. Balderston, and perhaps, by virtue of this, "Red Planet Mars" could justifiably be termed "science fiction of a sort."

The story, which takes place "several years in the future," deals with the establishment of radio contact with Mars by a young electronics engineer and his wife, and examines the consequences thereof on the peoples of the Earth. When it becomes apparent that the Martians are vastly greater advanced in the use of atomic energy and in general civilization, earthly standards of values are shattered and economic chaos rips through all our industries.

Soviet Russia and the U. S. vie for the Martian secrets of progress and warfare, a Nazi war criminal ensconced in an Andes Mountain laboratory becomes the relayer to the Russians of intercepted signals from the planet, and general pandemonium appears to pervade the Earth judging from the slipped-in newsreel clips from the depression years and the observations of the chief characters in this heavily conversational and fundamentally static yarn.

The messages from Mars reveal in due course that the planet is controlled by some Supreme Authority whose teachings strangely parallel those of Christ, and that the Sermon on the Mount is the key to Martian law. The result of this is that the Earth experiences a religious revival which causes oppressed peoples in the Iron Curtain countries to overthrow war-mongering regimes and puts humanity on the road to peace. The question then arises whether the messages of religion came from Mars or from the cynical Nazi madman. This is resolved in favor of Mars. At that point the Nazi, a visitor to the laboratory of the American engineer and his wife, blows the three of them to kingdom come in a fit of pyrotechnic violence.

Adequate in their roles are Peter Graves as the engineer; Andrea King, his wife; Walter Sande, an American admiral; Orley Lindgren, the couple's son; Herbert Berghof, the Nazi; Willis Bouchey as the President of the United States, and looking very much like Eisenhower; Marvin Miller, a Russian agent, and others in the sizeable cast. Harry Horner directed. Balderston and John Hoare wrote the play on which the screenplay was based.

Running time, 87 minutes. General audience classification. Release date, May 15.

CHARLES L. FRANKE

Hutchinson Thrives On 'Nellie' Premiere

HUTCHINSON, KAN., May 14.—The world premiere of "Wait 'til the Sun Shines, Nellie" was held here this evening after three days of what was termed the most intensive ballyhoo the Midwest has seen and which brought a 100,000 increase to the population of this town of 35,000, drawing visitors from all over Western Kansas along with an estimated $500,000 in business, according to the local Chamber of Commerce.

Since the film spans the period of 1895-1945 one of the highlight events took place this morning when, beginning at 9:30 for one hour, merchants lowered prices to 1902 levels.

A huge parade was held today, and last night a ball was held, attended by stars Jean Peters and Helene Stanley and producer George Jessel, at which a "Nellie Queen" was chosen. Jessel was the judge.

Another feature was the presence at a luncheon today of 14 foreign exchange students — local UNESCO guests studying at nearby colleges— who are to report to the press on this aspect of America.

Blank, FCC Counsel At Odds on Facts

WASHINGTON, May 14. — Different versions of specific theatre activities of the Tri-States and Central States theatre companies were given to the Federal Communications Commission Paramount hearing today by Commission counsel and A. H. Blank, Tri-States president.

In questioning Blank, who was formerly Central States president as well, Commission attorney Ben Gaguine indicated he had information showing that in many instances during the 1930's the two companies acquired theatres under questionable circumstances. Gaguine asked Blank, in referring to several acquisitions, if independent exhibitors had ever been forced to sell out to any of Blank's companies or affiliates by presentations that the Blank group controlled product. He also asked Blank if independents had offered distributors sums in excess of what Blank theatres had paid for product and if the independents had still been unable to get pictures.

Blank disclaimed all knowledge of such situations and described most of the acquisitions mentioned as the result of his companies' having been approached by the independents who wished to sell. FCC attorneys have already announced that they will present witnesses who will testify later in the hearings on several instances where there was a conflict in describing a situation. Blank is expected to conclude his appearance tomorrow.

HELP THE CEREBRAL PALSY CAMPAIGN.

NEWS in Brief . . .

A civic celebration sparked by the Duluth Chamber of Commerce will launch the world premiere of Republic's "Minnesota" at the North Shore Theatre in Duluth on July 16 with the stars of the film slated to participate in the program. A similar promotion will back the opening at the State in Minneapolis on the following day.

Plans for "Minnesota" will maintain the promotion policy established by company president Herbert J. Yates, who recently announced premiere plans for "The Quiet Man" and "I Dream of Jeanie" in connection with a promotion appropriation of $500,000.

•

Detailed plans of the CBS "Television City," now under construction in Los Angeles, were outlined here yesterday by J. L. Van Volkenburg, CBS-TV president.

Volkenburg said the "City," which he compared to a huge factory for the production of TV shows, would be ready in October. Emphasis was placed on methods of expediting production in the planning of the sprawling plant, he added.

A model of the large building unit was used to illustrate Volkenburg's explanation. The CBS-TV president denied any plans to transfer all TV production operations to the Coast.

•

CINCINNATI, May 14.—Eugene Tunick, formerly a sales executive for Eagle-Lion in New York, and prior to that manager of the local Lippert exchange, has established headquarters here for the distribution of Souvaine Selective pictures, with supervision over Cincinnati, Cleveland, Indianapolis and St. Louis.

•

BALTIMORE, May 14.—Exhibitors in Maryland will have a chance to air their opposition to the one-half of one per cent admission tax at a hearing on June 3 before the Maryland Legislative Council's budget and finance committee. C. Elmer Nolte, Jr., of Allied of Maryland, has described their request for relief from the tax as a matter of "urgency and importance."

Holmes Sues Columbia

HOLLYWOOD, May 14. — Milton Holmes, writer-producer, filed a $1,000,000 Federal Court suit against Columbia here today, charging failure to properly distribute and exploit "Boots Malone," which he wrote and produced for Sidney Buchman Enterprises, Inc. Holmes said his contract provided that he receive 28¾ per cent of the picture's earnings.

Carl Karoly, 55

Carl Karoly, 55, of Warner Brothers' home office art department, died yesterday at his home at Hicksville, L. I., after a year's illness. Funeral services will be held tomorrow at Riverside Memorial Chapel, New York. His widow, Bertha, a son Kay, a daughter, Gladys, and five grandchildren survive.

WSB Approves SAG Pact

HOLLYWOOD, May 14.—The Screen Actors Guild announced Wage Stabilization Board approval of basic minimum wage levels recently negotiated with the majors, within regulations of the WSB. Certain fringe benefits remain to be ruled upon.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 96 NEW YORK, U.S.A., FRIDAY, MAY 16, 1952 TEN CENTS

Construction Bans Relaxed As of July 1

Most Controls Seen Off For Fourth Quarter

By J. A. OTTEN

WASHINGTON, May 15. — The government today announced a substantial relaxation in its controls over construction of theatres and other entertainment projects, and all signs point to still further relaxation in the months ahead.

Effective July 1, the present National Production Authority ban on most theatre building projects is removed. From then on, exhibitors will be able to self-authorize — that is, write their own priorities without any application to NPA. They can then self-authorize, per project per quarter, up to five tons of carbon steel, including up to two tons of structural

(*Continued on page 2*)

Small to Deliver 13 to UA; 10 by End of Next Year

The new contract between independent producer Edward Small and United Artists sets up a program of 13 pictures, 10 of which are to be delivered to the distributor by the end of 1953, Small and Arthur B. Krim, UA president, announced here yesterday.

In conjunction with the deal, Small has set up production headquarters at the Goldwyn studio in Hollywood, where a full staff, headed by Ben Hersh, general manager and production supervisor, is being assembled.

Small will commence shooting June

(*Continued on page 2*)

Film Firms' Interest In SCA Explored

WASHINGTON, May 15. — Federal Communications Commission attorneys today documented the history of a 1943 proposal to bring in other major film companies besides Paramount and 20th Century-Fox into Scophony Corp. of America.

Arthur Levy, former SCA and cur-

(*Continued on page 2*)

RED

By MARTIN QUIGLEY

OUT of Hollywood at midday yesterday came the shocking news of the wholly unexpected ending of the brilliant and colorful career of Maurice D. Kann, one of the best loved and most respected personalities throughout the breadth of the industry of motion pictures.

For some three decades the byline, "Red Kann" bore a magnetic attraction to readers of the industry press who sought a source of reliable information and informed comment. Conspicuous among his attributes was a sense of fair play which even in the midst of controversy he carefully cherished.

Red brought to his activities as editor, writer and publishing company executive a broad and exact knowledge of the motion picture and the industry. For many years his keen judgment of the attraction values of motion pictures drew and held the attention of countless persons in all branches of the industry.

His legion of friends and admirers will be happy to know that to the very end he was his happy, buoyant self. His final published article was a characteristic expression in which he reported on product just reviewed in Hollywood with enthusiasm and an evident sense of glorying in these newest achievements of the screen.

As Red's friend and colleague of many years these lines of appreciation and farewell are written painfully, with an exceedingly heavy heart. The industry has lost a warm and dedicated spokesman. I have lost much more—a friend.

Western Mass. Sells 5 to N. Eng. Theatres

HARTFORD, May 15.—The sale of five Western Massachusetts theatres to the New England Theatres, Inc. of Boston for well over $1,000,000 was announced today by Sam Goldstein, Western Massachusetts head.

The sale, effective May 27, involves

(*Continued on page 2*)

'RED' KANN DIES ON COAST VISIT



MAURICE D. KANN

U.K. to Delay Sponsored TV

LONDON, May 15. — The government's "white paper" issued for consideration by Parliament prior to granting a new charter to British Broadcasting Co. beginning July 1, asserts that the government is unwilling to see any change in BBC policy which would permit commercial broadcasting, on its television or radio programs, without the consent of the Postmaster General.

However, the "white paper" adds significantly that the "present govern-

(*Continued on page 2*)

Reade to Carry MGM Message to Public

The product viewed at last week's M-G-M "Seeing Is Believing" exhibitors' meetings on the Coast will serve as the kick-off in a projected campaign of the Walter Reade circuit to acquaint the public with the quality of forthcoming product.

Plans for the project were outlined

(*Continued on page 2*)

Fatally Stricken in Los Angeles Hotel; Veteran Editor Was 53

HOLLYWOOD, May 15.—Maurice D. Kann, widely and familiarly known as "Red," vice-president of Quigley Publications, died suddenly in his hotel room here today. He was 53 years old last April 3.

Kann, one of the best known and most respected trade paper writers and executives in the industry, came here from New York last week to attend the new product screenings for the nation's leading exhibitors at the Metro-Goldwyn-Mayer Culver City studios. After the conclusion of the screenings last Saturday, he remained here with Martin Quigley, Jr., editor of *Motion Picture Herald*, who had accompanied him West, for a business visit at Quigley Publications' Hollywood office. He was to have been here another week before returning to New York.

Cause of death was a heart attack. Kann had been in apparent good health until last night when he complained of feeling ill and consulted a physician. He remained in his room today and was found dead in mid-morning when hotel employes visited the room.

Funeral services will be held at 10 A. M., Monday at Riverside Chapel, 180 West 76th Street, New York. Kann is survived by his wife, Frances Gross Kann, and two brothers, Marcelle, a New York theatre manager, and Benjamin, who resides in Boston.

Kann had spent virtually his entire business career in the motion picture trade paper field and was well known throughout all branches of the industry, both here and abroad.

Born in Brooklyn, N. Y., April 3, 1899, he was educated at City College, New York. He joined the editorial staff of the New York *Journal of Commerce* on leaving school and, a few years later, in 1918, became a staff writer for the *Film Daily* (then *Wid's Daily*) in New York, his first association with the industry press.

He became managing editor of *Film Daily* and in 1926 editor of that publication. He resigned in 1929 to become editor of the old *Motion Picture News*, which was consolidated with Quigley Publications' *Exhibitors Herald-World* in 1930 to form the present *Motion Picture Herald*. Following the consolidation, Kann became editor of MOTION PICTURE DAILY, which Quig-

(*Continued on page 4*)

Personal Mention

CECIL B. DEMILLE will arrive here tomorrow from Des Moines on the final leg of a cross-country trip.

•

DAVE BLUM, ad-publicity director of Loew's International, and CHARLES GOLDSMITH, newly appointed assistant managing director of M-G-M in England, both underwent surgery in Misericordia Hospital here this week and are expected back at their desks in about a week.

•

BILLY WILDER, Paramount producer-director, is scheduled to arrive in New York early next week from Hollywood en route to Europe.

•

FRANK WOODS, assistant to ROBERT LIPPERT in Los Angeles, is the father of a baby girl, his second daughter.

•

BOSLEY CROWTHER, New York *Times* motion picture editor, will leave here for Hollywood today.

•

HERBERT H. TONKS, Universal's Eastern and Far Eastern division supervisor, is in New York from the Philippines.

•

JULES BUCK, Hollywood producer, will leave here tomorrow by plane for Paris with his wife and daughter.

•

ESTHER WILLIAMS will be an honor guest Friday at the Annual Navy Relief Ball in Washington.

•

SILAS F. SEADLER, M-G-M advertising manager, returned here yesterday from the Coast.

•

SAM ZAGON of Merman Productions will leave here Sunday by plane for London.

•

HARRIET PARSONS, producer, arrived here by plane yesterday from the Coast.

•

HERMAN KING, producer, is in San Francisco from Los Angeles.

Small, UA Deal

(*Continued from page* 1)

2 on the first production, "Kansas City 117," which will star John Payne and Coleen Gray, and will be made in association with Samuel Briskin and Sol Lesser.

The second picture, "Return of the Corsican Brothers," to star Louis Hayward, will go before the cameras on July 15. "Savage Frontier," the third film, will begin shooting in Technicolor on July 20, with Yvonne de Carlo as star. Four others will be filmed in Technicolor: "Khyber Pass," "Navajo Canyon," "Daughter of Mata Hari," and "King Solomon's Wives." The remaining six pictures on the schedule are: "Prisoners' Island," "The Charge of the 600," "Tiger River," "Timbuctoo," "God Was In My Corner" and "The Battle of Bull Run."

Small recently wound up a multiple-production deal with Columbia. He formerly was allied with UA.

Construction Bans Relaxed

(*Continued from page* 1)

shapes; up to 200 pounds of copper, and up to 250 pounds of aluminum.

Moreover, if the proposed theatre projects involve more than these amounts of steel, copper or aluminum, the exhibitor can apply to NPA for official government priorities and allotments of materials, with the odds better than 9-to-1 that he will get an okay. If the materials are already on hand and no government allotments would be needed, the exhibitor still must apply to NPA for permission to build if the project involves more than the minimum amounts of steel, copper and aluminum. However, NPA approval is considered virtually certain in these cases.

Finally, the outlook is for even more relaxation by the fourth quarter, starting October 1. At the same time that NPA eased its controls on theatre building, it also said it would increase, starting October 1, the amounts of materials that oher commercial construction projects could self-authorize—up to 25 tons of carbon steel per project per quarter, with no limit on the percentage of this that could be in structural shapes; and up to 750 pounds of copper and 1,000 pounds of aluminum per project per quarter.

The outlook is that by October 1, NPA will either have done away with almost all construction controls or it will move theatre projects into the same category as all other commercial construction, with the more liberal self-authorization allowances.

The changes apply both to indoor theatres and to drive-ins, and both to new projects and remodeling jobs.

One top NPA official said that while some paperwork might still have to be gone through by some exhibitors, "as a practical matter, controls are just about off completely. It's a green light for almost any project."

The changes were announced today by NPA Administrator Henry H. Fowler. He said the liberalization in theatre construction controls and in controls on other types of building, announced today, were possible because the defense construction program would be "substantially reduced during the last half of this year."

However, he warned, the projected changes were subject to further modification if the supply picture on steel, copper or aluminum should change as a result of strikes or other production drops or as a result of increased military needs.

Some officials claim that as a matter of fact, controls have been very liberally administered in recent months, with most theatre projects applying for permission to build getting a go-ahead sign sooner or later. Present NPA regulations allow theatre building without government permission only if very minimum amounts of building materials are involved and are already in the exhibitor's possession.

Reade to Carry

(*Continued from page* 1)

by Walter Reade, Jr., president of the circuit, at a meeting here yesterday of Reade circuit managers and home office and field supervisory personnel. Reade, who attended the M-G-M meet, said the enthusiasm and confidence reflected at the Coast sessions should be conveyed through the medium of newspaper and radio advertisements to the public.

Would Feature Others Too

The upcoming M-G-M product would be utilized initially, Reade said, but outstanding pictures from other companies would also be featured. Theatre managers were urged, in addition, to address local and civic groups on the quality of forthcoming product.

5 to N. Eng. Theatres

(*Continued from page* 1)

the Paramount and Broadway in Springfield; the Strand, Holyoke; the Capitol, Pittsfield, and the Plaza, North Hampton. Eventually three other theatres, the Richmond, North Adams; Bijoy, Holyoke, and Colonial, Pittsfield, will be sold, he said. The Western Massachusetts circuit still intends to continue operations in Pittsfield, Holyoke, North Adams, Hampton and Westfield.

RUN THE CEREBRAL PALSY CAMPAIGN TRAILER. ASK AT YOUR N. S. S. EXCHANGE.

Explore SCA

(*Continued from page* 1)

rent Skiatron head, stated at the FCC Paramount hearing that at that time Warner Brothers was very much interested in buying into SCA. Levy declared that Waddill Catchings, WB director, also said that M-G-M and RKO could be brought in as well.

At that time all of SCA's B stock was held by Paramount and 20th-Fox, with Paramount holding one third of the shares through Paramount's Television Productions and 20th-Fox holding two-thirds through General Precision Equipment Laboratories.

Extracts from Levy's Diary kept during the period have been photostated by Commission attorneys who are using them copiously as evidence. The photostats give a step-by-step history of the negotiations and discussions of the proposal, as Levy noted them down.

Say UK Industry Tax Plan Met With Favor

LONDON, May 15.—Representatives of Britain's exhibitor, producer and renter organizations today submitted to Boyd Carpenter of the Treasury the united industry plan for revision of the entertainment tax incidence.

Carpenter said he would discuss the plan with the Chancellor of the Exchequer. The industry delegation stated privately subsequently that it is satisfied that the plan has been received favorably.

U.K. to Delay

(*Continued from page* 1)

ment has come to the conclusion that in the expanding television field, provision should be made to permit some element of competition when calls on capital resources, at present needed for purposes of greater national importance, make this feasible."

The reference is regarded as being made to the country's rearmament program, which probably will continue for another three years.

The "white paper," obviously visualizing the ultimate introduction of sponsored programs, proposes that Parliament consider the terms and conditions under which competitive television should operate before the first such station is licensed. It also suggests that consideration be given to the necessity for introducing safeguards against possible abuses under sponsored television; for establishing a controlling body to regulate the conduct of new stations and to exercise general supervision of programs. New stations, it asserts, should not be permitted to engage in political or religious broadcasting.

The government proposes that higher frequencies be authorized for the new stations and that government assistance be extended to the radio industry generally, particularly for the production of adaptors for existing sets and for new receivers to permit them to get both BBC and programs on other frequencies now proposed.

The government "white paper," reminding that there will be a time lag before the new equipment is needed, states that BBC must have first call on labor and materials.

The government states that neither motion pictures nor BBC has the right of access to the other's programs and calls for fair treatment to all concerned in the matter of rights to public spectacles or sporting events of great interest. It leaves the door open to development of theatre television when materials are available and the national economic position has improved. The "white paper" suggests that the cinema industry should now address itself to preparation of a detailed scheme for theatre television for consideration by the government.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SCARAMOUCHE"
Stewart GRANGER • Eleanor PARKER • Janet LEIGH • Mel FERRER
Color by TECHNICOLOR • An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

MARLENE DIETRICH
ARTHUR KENNEDY
MEL FERRER
in COLOR BY TECHNICOLOR
RANCHO NOTORIOUS
in person NAT "KING" COLE
RUSS CASE And His Orchestra
ALAN KING
Emcee JOHNNY COY
SUNNY GALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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'Movietime' Tour For Pennsylvania

Eight Hollywood personalities will make a "Movietime U.S.A." tour of Eastern Pennsylvania cities next week, it was announced here yesterday by the Council of Motion Picture Organizations.

In the unit will be Don DeFore, Terry Moore, Joyce Mackenzie, William Campbell, Agnes Christine Johnstone, writer; Bert Granet, director; Harriet Parsons, producer, and Vanessa Brown.

Arriving in Philadelphia Sunday night, the troupe will visit Trenton Monday morning, Easton, Pa., Monday afternoon; Allentown, Tuesday morning; Scranton, Tuesday afternoon; Wilkes-Barre, Wednesday morning; Hazelton, Wednesday afternoon; Reading, Thursday morning; Lancaster, Thursday afternoon; Harrisburg, Friday morning; York, Friday afternoon; Carlisle, Saturday morning.

'Hunter' Premiere in Los Angeles May 23

CHICAGO, May 15.—"Ivory Hunter," filmed in Africa, will have its American premiere at the Fox Wilshire Theatre in Los Angeles next Friday, to be followed by a series of key city openings in June, Alfred E. Daff, Universal Pictures director of world sales, and Charles J. Feldman, domestic sales manager, told the company's sales executives at their meeting here today. Initial key openings following the premiere are set for Boston, Atlanta, Cleveland, Philadelphia, Pittsburgh, New Orleans and Portland, Ore.

Refuse SWG Petition On Jarrico Again

HOLLYWOOD, May 15. — District Court of Appeals refused to grant the Screen Writers Guild petition for a *writ mandamus* to force appointment of an arbiter to represent RKO Pictures in arbitrating Paul Jarrico's demand for screen credit on the "Las Vegas Story." Superior Court had rejected the petition April 23.

Film Industry vs. Friars

A special foursome recruited by the Friars Club will meet a film industry foursome at the golf tournament sponsored by Cinema Lodge of B'nai B'rith, which is to be held on Thursday at the Vernon Hills Country Club at Tuckahoe. Abe Schneider, Leonard Gruenberg, Bob Sherman and Harold Rinzler will be pitted against the Friars team.

See Action on Bill To Ease Taxes on Blocked Earnings

WASHINGTON, May 15.—There is still a fair chance of action at this session of Congress on a bill which would ease film companies' taxes on earnings blocked overseas.

At present, film companies must pay U. S. taxes on money earned by foreign branches when the money is earned, even if foreign exchange controls prevent its remittance. Rep. Simpson, (R., Pa.) is pushing in the House Ways and Means Committee a bill that would permit taxes on such earnings to be deferred until they are actually remitted. This is the treatment now allowed for earnings of foreign subsidiaries, but not for branch earnings.

The Treasury originally proposed this legislation some years ago, as part of the Administration's Point Four program. But then it lost interest in the measure. Now, under Simpson's prodding and with some help from the Point Four program (Motion Picture Association president Eric Johnston is chairman of the International Development Advisory Board), Congressional and Treasury tax experts are working overtime to iron out technical difficulties and to get the bill in shape for passage this year.

Dividend Payments Are Revised Upward

WASHINGTON, May 15.—The Commerce Department has revised upward the 1951 total for publicly-reported cash dividends paid by film companies.

The preliminary figure announced some months ago was $34,860,000. Commerce today issued a revised total for the year of $35,122,000. The total compares with $36,941,000 in 1950 and a peak of $54,641,000 in 1947.

Commerce officials usually figure that publicly-reported cash dividends account for 60 to 70 per cent of the total actually paid.

Payments in March this year were $4,640,000, compared with $4,671,000 in March of last year, the Department also announced. This makes 1952 first quarter payments $6,593,000, compared with $6,706,000 in the first three months of last year.

Installing Theatre TV

SAN FRANCISCO, May 15. — The 2,646-seat Paramount Theatre here is installing large-screen television and will be the first San Francisco house so equipped.

'Red' Kann

(*Continued from page* 1)

ley Publications launched following the purchase of the old *Exhibitors Daily Review*.

As first editor of MOTION PICTURE DAILY, Kann helped to establish the publication as a potent force among the industry's trade publications. From 1938 to 1942 he was editor-in-chief of *Boxoffice*, returning to Quigley Publications in 1943 as vice-president.

He contributed in recent years to both *Motion Picture Herald* and MOTION PICTURE DAILY, acted as supervising editor of *Motion Picture Almanac* and *Fame* and, as a vice-president of the company, participated in the management of the company's affairs.

He was a member of the Motion Picture Pioneers and the Variety Clubs International, New York Tent.

UA Gets All SRO Product for France

United Artists has arranged to take over the physical distribution in France of the Selznick Releasing Organization's complete inventory of features, numbering about 50, and service them through the six UA exchanges in that country, Arnold M. Picker, UA foreign distribution vice-president, disclosed here yesterday.

Picker, who described the deal as similar to the one UA made recently with U. C. B. in Brazil, said the SRO deal was made in Paris by Charles Smadja, UA Continental sales manager, and Georges Rouvier, UA general manager in France. Acting in behalf of SRO were Milton Kramer and Victor Hoare.

Four Will Take Over MPEA Vienna Setup

M-G-M, 20th Century-Fox, Paramount and Warner agreed yesterday at a meeting here of distribution foreign managers to open their own individual offices in the space now occupied in Vienna, Austria, by the Motion Picture Export Association. The take-over will be effective August 31, the date the MPEA is scheduled to discontinue operations in Austria. The other American distributors will make other arrangements for operational facilities in Austria after August 31, and some are expected to function in that country through agents.

Under the terms of the two-year Italo-American film pact, remittances in excess of $1,200,000 were due to be transmitted yesterday to U. S. distributors by their Italian subsidiaries, it was indicated following yesterday's foreign managers meeting.

Johnston Due in N. Y. Tomorrow from Paris

Eric A. Johnston, Motion Picture Association of America president, is scheduled to arrive in New York tomorrow by plane from Paris where he has been participating in the Franco-American film pact negotiations.

If a new film agreement has not been reached in Paris by the time of Johnston's departure, negotiations will be continued there by American Embassy officials, it was indicated.

NEWS in Brief . . .

Producer Leo McCarey will leave here tomorrow for Washington, to attend two special screenings of Paramount's "My Son John," to be sponsored personally by Pat McCarran (Rep., Nev.).

The first showing will take place Saturday night in the Motion Picture Association of America theatre, for members of the Senate. The following day members of the House will see the film at the Ontario Theatre. Tickets have been purchased for distribution to the Congressmen by Senator McCarran.

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An order calling upon the Newark Police Department to show cause why the controversial African documentary, "Latuko," should not be shown in theatres was signed yesterday by Judge Fine of the Chancery Division of Superior Court in Newark.

The order was issued following the receipt by the court of 18 separate affidavits challenging the "indecent" label put on the film by the Newark Police Department. Many of the affidavits were said to have been sent by local leaders who saw the film after it had been banned by the police and the manager and projectionists of the Newark Embassy Newsreel Theatre nad been arrested.

The hearing on the order will be held at Chancery Court on Monday.

•

ALBANY, N. Y., May 15.—The Appellate Division has reserved decision on the appeal by Commercial Pictures Corp. for an order annuling the ban by the State Board of Regents against "La Ronde." The Board had ruled the French-made film is "immoral."

The five appellate judges witnessed a private screening of the film Tuesday night.

Bergman Concludes Compo Tour Today

MARIETTA, O., May 15.—Maurice A. Bergman, Universal director of public relations, will conclude his 12-day speaking tour in Ohio in behalf of the Council of Motion Picture Organizations with an address before the Lions Club here tomorrow, arranged by Durward Duty, city manager for Shea Theatres.

Today Bergman spoke before the Rotary Club in Bellefontaine at a luncheon, arranged by George Cameron, Schine Theatres group manager, and at Bowling Green University and a Rotary Club dinner in Bowling Green.

WABD, Union Agree

A two-year agreement between the DuMont television network station WABD in New York and its technical employees union was disclosed here yesterday by DuMont and provides for a cost-of-living wage boost and other benefits, subject to Wage Stabilization Board approval.

WILLIAM FOX—

The family of William Fox, with much appreciation, wish to thank all their friends for their sympathy and for the floral pieces, the kind telegrams and their letters of condolence.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 71. NO. 97 NEW YORK, U. S. A., MONDAY, MAY 19, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

RED KANN, whose sudden and untimely death occurred in Hollywood last week, was an ideal combination of capable. objective newspaperman and motion picture enthusiast.

He was indefatigable in his pursuit of news of the industry, its people and its product. His appetite for information concerning them was insatiable. Red never forgot his reporter's instincts and enthusiasm for a good story or for maintaining contacts that kept him informed when news of importance was in the making.

•

Nor was his interest restricted to the field of news.

Red's professional credo was that "As the product goes, so go the fortunes of the industry."

No matter how busy his days, he found time always to catch the new product in projection rooms, in theatres, at premieres, and often at the studios. He knew the picture makers. He knew the types of pictures and the ingredients most in demand by exhibitors from season to season. because he made it his business to keep close to exhibition and thereby be informed of box-office responses, or the lack of them.

His natural enthusiasm for motion pictures was a link between him and the vast armies of theatre patrons. His taste in films was catholic but discriminating. It made his opinions and reviews valuable to production as well as exhibition.

•

In all his writings, Red strove earnestly to be fair, even when he was most critical.

His standards of journalism were high, by any criterion. They won respect not only for him and the papers to which he contributed but gave added prestige, as well, to the institutions of the industry's press.

Red loved the industry and its people. The business of motion pictures was his business, and he made every phase of it an interest of his.

As first editor of MOTION PICTURE DAILY and in later years one of its administrative executives and contributors, Red's impress on the publication has been enduring.

He will be sorely missed as mentor and friend.

27 of WB's Next 33 Productions Will Be in Color

Twenty-seven of the next 33 productions to be released by Warner Brothers will be in color, Jack L. Warner, vice-president, disclosed at the weekend.

The program calls for nine to be filmed in WarnerColor, 16 in color by Technicolor, and one each in Natural Color and SuperCinecolor.

WB short subject production is already virtually 100 per cent color. Warner also disclosed that experiments are now underway to utilize WarnerColor for newsreels.

The following WarnerColor productions were listed:

CARSON CITY, starring Randolph Scott, produced by David Weisbart, directed by Andre De Toth; THE MIRACLE OF OUR LADY OF FATIMA, starring Gilbert Roland, produced by Bryan Foy, directed by John Brahm;

(*Continued on page 7*)

U.S. Takes Crescent Case to High Court

WASHINGTON, May 18.—The Justice Department has appealed to the Supreme Court to uphold its civil contempt charges against Crescent Amusement Company and six other defendants.

Notice of the appeal was filed Friday in U. S. District Court in Nashville. There is a bare possibility that the high court will act on the case before it recesses late in June, but it is more likely that the appeal will not be decided before October.

Two years ago Justice filed in Nashville both civil and criminal contempt proceedings against Crescent,

(*Continued on page 6*)

Says SCA Refused Offers on Patents

WASHINGTON, May 18. — A 1944 propoal to bring all the major industry companies into Scophony Corp. of America never materialized, the Federal Communications Commission was told over the weekend.

Arthur Levey, former SCA head and now Skiatron president, also outlined to the Paramount hearing several offers to develop SCA's patents made by companies in other industries. All of these were dropped by the companies after prolonged negotiations, he said.

In the case of Warner Brothers,

(*Continued on page 7*)

Kann Services Will Be Held Tomorrow

Funeral services for Maurice D. (Red) Kann, vice-president of Quigley Publications, originally scheduled for today, have been postponed until tomorrow at 10 A.M. at Riverside Chapel, 180 West 76th Street.

Dr. Nathan Perilman of Temple Emanu-El will conduct the services. Burial will be in New Mt. Carmel Cemetery, Brooklyn. Kann died in Hollywood last Thursday. Delay in shipping the body East necessitated postponement of the services.

U, UA File Motion Seeking Dismissal Of Government Suit

Universal and United Artists filed a motion here on Friday in Federal Court seeking dismissal of the government's suit charging the existence of an interlocking directorship in the two companies. The government action would amend the "Little Three" decree.

Dismissal was asked on the grounds that the government has failed to state any facts in its petition warranting the relief sought. Other grounds stated in the UA motion, it was learned, claim that UA has not violated any law, nor the terms or intent of the Paramount consent decree, nor has UA done anything to alter the purposes of the decree.

Hearings on the motion are tentatively scheduled for May 28.

The long-standing Department of Justice petition also calls upon the court to force the sale of Eagle Lion Classics assets acquired by UA.

Arbitration Unit's Work Progresses

Exhibition and distribution attorneys who have been meeting here to prepare a written record of the arbitration principles approved by last month's Industry Arbitration Conference expect to commence today the actual drafting of the documents, Herman M. Levy, chairman of the group, reported on Friday.

At meetings held at Theatre Owners of America headquarters last Tuesday, Wednesday and Friday, the group, which is called the Committee on Rules of the Industry Arbitration Con-

(*Continued on page 6*)

Urges 'Seeing Is Believing' Meets for All

Weitman Says Returns Would Negate Costs

M-G-M's recent "Seeing Is Believing" studio meetings on the Coast should be adopted on an industry-wide basis, with each distributor holding such a conclave, according to Robert M. Weitman, vice-president of United Paramount Theatres.



Robert Weitman

Weitman's proposal is contained in a letter to UPT field forces, copies of which have also been sent to executive heads of each distributing company. The letter had the full endorsement of UPT president Leonard

(*Continued on page 7*)

Four from Spiegel For United Artists

Sam Spiegel will produce four top-budget features for United Artists distribution, it was announced jointly at the weekend by Spiegel and Arthur Krim, UA president.

The first of the four will be a musical biography of the life of Nellie Melba, noted soprano before the turn of the century.

$1,500,000 Fire Hits WB's Coast Studio

Hollywood, May 18.—A fire of unknown origin resulted in damage exceeding $1,500,000 at Warner Brothers studio today. Totally destroyed was studio's biggest sound stage as well as the New York street set and lesser structures. Fire apparatus from surrounding communities were summoned to scene with 1500 persons including studio personnel fighting flames at peak. Two local television stations covered the conflagration with on spot telecasts.

Personal Mention

CHARLES S. CHAPLIN, newly-appointed Canadian division manager of United Artists, is in New York for conferences with WILLIAM J. HEINEMAN, distribution vice-president.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the annual convention of the Kentucky Association of Theatre Owners in Louisville, May 28-29 on the subject of "Censorship vs. Self-Regulation."

•

ARTHUR CANTON, Eastern M-G-M field press divisional representative, is in Boston today from New York, and will spend the balance of the week there and in Providence.

•

EDWARD LAWRENCE, assistant to HOWARD STRICKLING, publicity director at M-G-M studios, will arrive here today from the Coast.

•

MILTON R. RACKMIL, president of Decca Records, will arrive here today from London aboard the *S.S. Queen Elizabeth.*

•

HARRY F. SHAW, division manager, Loew's Poli-New England Theatres, and his wife will return to New Haven from a vacation next Monday.

•

JAMES MOONEY, formerly of the 20th Century-Fox Denver branch, is now a booker in San Francisco for Universal.

•

IRVING HELFONT, home office assistant to GEORGE A. HICKEY, M-G-M Western sales manager, is in San Francisco from New York.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, will come to New York from Washington on Thursday or Friday.

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DAN S. TERRELL, M-G-M exploitation head, is in Chicago today from New York.

•

G. L. CARRINGTON, president of the Altec companies, will arrive here today from California.

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RICHARD L. PELZMAN has been named Eastern film syndication manager of Ted Baldwin, Inc.

•

ALEXANDER PAAL, producer, will leave Hollywood for London on Wednesday.

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JOHN Q. CANNON has been elected secretary of RCA.

•

PAUL SMALL, talent agent, is here from Hollywood.

Canadian Exports Off

OTTAWA, May 18.—The Canadian government reports that exports of films declined to $1,171,000 during the first three months of 1952, against $1,183,000 a year ago in the same period. Exports rose to $615,000 in March, against $599,000 last year.

NPA Okays Construction Of 23 Theatre Projects

WASHINGTON, May 18.—The National Production Authority today issued a list of 23 theatre construction projects which were approved by construction control officials during April.

Of the total, four got official government allotments of materials, 13 were approved as having the materials already on hand and needing no government aid, and the remaining six involved so little steel, copper and aluminum as to be exempt from the construction control order.

The government allotments are for delivery in the third quarter, and presumably these projects would have to wait until then to get under way. The others either have already started or could start immediately.

The two largest theatre projects were both approved on the grounds that materials were already on hand and no government allotment would be required. These were a $240,000 theatre for the Minnesota Amusement Co., at Minot, North Dakota, and a $100,000 drive-in for Howard L. Keach at Bedford, Ind.

The four projects to get a government allotment of materials were: a $46,200 drive-in proposed by Donn H. Mowery, Newville, Pa.; a $65,400 theatre to be built by Wayne Theatres, Inc., Fayetteville, N. C.; a $50,000 theatre proposed by Wyoming Theatres Co., Mullens, W. Va., and a $16,845 theatre-store project planned by McMahon and Ford at Sacramento, Cal.

Projects to get a green light on the ground materials were already on hand, in addition to the Minot and Bedford theatres, were these: a $58,000 drive-in for Saul Lerner, Smithtown, N. Y.; $18,675 drive-in, Harry Kipp, Northumberland, Pa.; $9,000 drive-in, K. E. Benson, Petersburg, Va.; $80,150 drive-in, Oak Hill Theatres, Inc., Oak Hill, W. Va.; $45,000 drive-in, Edwin Pettett, Greenville, S. C.; $20,000 drive-in, Broadview Drive-in-Theatre, Morganfield, Ky.; $27,900 drive-in, Washington Theatres, Inc., Marietta, O.; $46,000 drive-in, J. L. Hofheimer and A. L. Sugarman, Worthington, O.; $51,517 drive-in, Knox Drive-in, Inc., Vincennes, Ind.; $82,000 drive-in, Lloyd M. Hirstine, Des Moines, and a $85,500 drive-in for J. E. Pennington at Topeka, Kans.

Those ruled exempt from the control order were: a $3,000 drive-in for Elson Roller in Lawrence County, Mo.; $18,000 theatre, Maurice S. Cole, Abilene, Tex.; $55,000 drive-in, Griffith Theatres, Tulia, Tex.; $18,600 drive-in, Jacob A. Leech, Crescent City, Cal.; $55,000 drive-in, Frieda and Norman Paul, Carlinville, Ill. and a $7,000 drive-in for Clifford and E. J. Steiner at Tazewell, Tenn.

Parry Back with Farnol

David Parry will join the Lynn Farnol public relations office here today. In California for the past five years, Parry handled public relations for Ohrbach's and for the architectural firm of Welton Beck after a year as publicist for Samuel Goldwyn Productions. Before his war service Parry was associated with Farnol at Donahue and Coe and at United Artists.

MGM Opens 4-Day Meet in Chicago

CHICAGO, May 18. — Charles M. Reagan, Loew's-M-G-M general sales manager, tomorrow will open at the Blackstone Hotel here a four-day joint Southwestern and Midwestern branch meeting. On hand will be some 72 home office, branch and district managers, salesmen and exploiteers. Ten exchanges will be represented.

The Southwestern division will be headed by sales manager John S. Allen and the Midwestern by Burtus Bishop, Jr.

From the home office, in addition to Reagan, will be Edward M. Saunders, William B. Zoellner, Dan S. Terrell, H. M. Richey and Mike Simons. This group attended the previous three sales regionals and the "Seeing Is Believing" screenings and discussions at the Culver City studios. Sid Lefkowitz, home office assistant to Bishop, and William Levine, home office assistant to Allen, will arrive tomorrow to sit in on the local meetings.

From Bishop's division the following will be on hand: Ralph Maw, assistant to Bishop; W. E. (Doc) Banford, Chicago, district manager; William J. Devaney, Chicago branch manager; Mike Ford, Clarence Keim, Matthew Donahue, and G. Schuyler Beattie, from the Windy City sales force, and Norman Pyle, Warren Slee and Al Golin from the field promotion staff.

From Des Moines there will be Gerald E. McGlynn, branch manager, and Fred D. Armington, Jr., Howard Dunn, and George Baumeister of the sales force, and exploiteers Ivan Fuldauer and Al Golin; from Milwaukee, there will be John G. Kemptgen, branch manager, and salesmen Wayne Brown, Mel Edelstein, James Ascher and Harry Schlar, and exploiteer Louis Orlove; from Minneapolis, branch manager W. H. Workman and salesmen J. E. Rosen, Leroy Smith, Charles Stoflet, Melvin and George Turner; from Omaha, branch manager Vincent F. Flynn and Richard Wilson. Fred Fejfar and Jack Jorgens of the sales force; from Dallas, in addition to Allen, there will be Leroy Bickel, branch manager; Louis J. Weber, assistant branch manager; E. B. Coleman, exploiteer, and salesmen Edward H. Brinn, Vernon L. Smith, Bob Davis, Roland G. Taylor, Robert V. Jonés and Raymond Willie; from Denver, Henry Friedel, branch manager, will attend with the sales force consisting of Mike Cramer, James Micheletti, Gerald Banta, and William B. Prass, exploiteer; from Kansas City, there will be William Gaddoni, branch manager, and Al Adler, Woodrow W. Sherrill, Robert Johns, Roger Leaton and Vernon G. Smith of the sales force, and also Bernie Evens, exploiteer.

From Oklahoma City, there will be branch manager George J. Fisher and salesmen Jim Byrd, James A. Peacock and Connie Carpou; from St. Louis, Herb Bennin, branch manager, and Harry Hopkins, George Reilly, Art O'Toole, and J. E. Schoenhoft of the sales department.

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Newsreel Parade

THE Koje prison incident and the new United States liner are current newsreel highlights. Politics, sports and fashions round out the reels. Complete contents follow:

MOVIETONE NEWS, No. 41 — Liner United States gets sea trial. Gen. Ridgway back in U. S. Mayors meet in New York. NATO chiefs confab in Paris. Jet planes for Italy. "Mother of the World." Kangaroo meets stars. Auto crash.

NEWS OF THE DAY, No. 275—Koje prison films. Super liner in first test. Tulip time in Holland, USA. Mayors meet in New York. Locust plague perils. Charles and Walcott train for heavyweight title bout.

PARAMOUNT NEWS, No. 78—Walcott-Charles train for title bout. First pictures of Koje prison camp incident. Gen. MacArthur's Lansing address. *S.S. United States* in bid for supremacy in luxury liner class.

TELENEWS DIGEST, No. 20-B — Koje "deal" feeds Red propaganda. Japan: Reds riot again. France's new giant airliner. Steel seizure. Nehru warns of Red danger. German "miracle eggs." Football.

UNIVERSAL NEWS, No. 561 — United States sea queen. Passenger plane for 105. Jet planes for Italy. Hydro-planes. Taft and women's clubs. Mayors meet in New York. Walcott and Charles train for title bout.

WARNER PATHE NEWS, No. 80—Koje prison. Biggest U. S. liner on trial run. Gen. Ridgway comes home. Italians get jet planes from U. S. Paris at midnight. Walcott and Charles train for fight. Racing cars.

Coast Strives for Cost Cut: Parsons

A tremendous effort is being made on the Coast to bring production costs down without sacrificing quality, Harriet Parsons, producer of Wald-Krasna's RKO Radio release, "Clash by Night," declared here at the weekend. Careful pre-production planning and shorter shooting schedules are some of the devices employed, she said.

Miss Parsons is here "to see some shows" and look for new talent. Her next production will be "Size 12" which should start in about six weeks.

Miss Parsons will leave here Thursday for a three-day COMPO tour in Pennsylvania.

"Clash by Night," which cost "a little over" $1,000,000 to make, according to Miss Parsons, will open in 18 cities on May 28.

Epstein Succeeds UPT's Anderson

BUFFALO, May 18.—Francis S. Anderson, city manager for United Paramount Theatres in Rochester, is resigning his post to enter the printing business in Canandaigua, according to an announcement by Arthur Krolick, UPT general manager in Buffalo and Rochester.

Anderson's resignation becomes effective May 28 at which time he will be succeeded by Ira Epstein, who, in 1930, left the general advertising business and subsequently held various posts with Loew's, Rugoff and Becker and Warner Theatres, and then operated his own firm.

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Motion Picture Daily Feature Reviews

"Kangaroo"

(20th Century-Fox)

THE excellent craftsmanship that went into "Kangaroo," the first American picture filmed in Australia, makes it well worth the attention of film-goers. Although actually a drama of romance and thievery, it has documentary-styled aspects that set it high above the average film in the category. Exhibitors should be happy with the cast, which is headed by Maureen O'Hara and Peter Lawford, and the color by Technicolor.

Besides the authentic backgrounds and visual integrity of the drama there are spectacular scenes which make top exploitation angles. Among these are an expertly photographed roundup of cattle and a stampede, war-like Aborigines in a dance ceremony designed to bring rain to the parched earth, and a grim battle with bull whips that climaxes the film.

In its narrative outlines the story is on the conventional side. Two thieves and adventurers, Lawford and Richard Boone team up as partners in crime. After robbing a gambling house they concoct a scheme of embezzling an old Irish rancher, Finlay Currie. As part of the ruse, Lawford pretends to be a son of Currie's who was abandoned in childhood. The idea gets off to a promising start but hits a snag when Lawford meets Currie's daughter, Miss O'Hara, and falls in love. Conflict grows out of the subsequent differences between Lawford and Boone, and suspense develops from the presence of a police officer determined to arrest those guilty of the gambling house robbery in which a man was killed. The screenplay, by Harry Kleiner, comes to a conclusion which will satisfy.

Direction must have kept Lewis Milestone very busy; the results are rewarding and imaginative. Robert Bassler produced. Others in supporting roles are Chips Rafferty, Letty Craydon and Charles Tingwell.

Running time, 84 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

"Glory Alley"

(Metro-Goldwyn-Mayer)

LESLIE CARON, who charmed 'em as Gene Kelly's dancing light o' love in "An American in Paris," uses her graceful footwork and beguiling personality to make up for much of what is wanting in entertainment in "Glory Alley," a rambling and disconnected story about a petulant, self-centered prize fighter and the hostility borne him by his erstwhile sponsor, Miss Caron's blind father. Ralph Meeker, who will be remembered for his role in "Four in A Jeep," and Kurt Kasznar, who had an important part in "Anything Can Happen," play the fighter and the blind man, respectively. Others in the sturdy cast include trumpeter Louis Armstrong, Gilbert Roland, John McIntire, Jack Teagarden, Dan Seymour and Larry Gates.

The slim plot in Art Cohn's screenplay has for its setting that section of New Orleans that harbors boxing gyms and jazz joints. When, for some unexplainable reason, Meeker walks out on an important bout and renounces the ring for good, Kasznar turns his hate on the young man, and brands him a weakling and quitter. Meeker, in love with Miss Caron, takes to drink and becomes a veritable bum, only to be saved from degradation by a call by the Army to serve in Korea. He distinguishes himself in battle, returns a hero, and conducts war bond rallies. Soon, Meeker finds, people weary of heaping adoration on him. He bccomes depressed. Then hoping to free Miss Caron, a nightclub singer and dancer, from having to care for her father so that she may become Mrs. Meeker, the young man employs an eye specialist to cure the father's blindness. The operation is successful, and Meeker returns to the ring to the pleasure of everyone. Miss Caron does some delightful solo dances from time to time as the story pauses in its slow unfoldment, and Armstrong vocalizes and plays his trumpet in true Basin Street style when he is not serving as Kasznar's faithful man-servant. McIntire, as a retiring newspaperman, divides his time between narrating from off-screen and appealing personally to Kasznar to make up with Meeker. Nicholas Nayfack produced and Raoul Walsh directed.

Running time, 79 minutes. General audience classification. Release date, not set.

C. L. FRANKE

"Border Saddlemates"

(Republic)

ALTHOUGH it is plotted along formula lines, "Border Saddlemates" attempts from time to time to be different from the average ridin'-and-shootin' Western. A fox hunt replete with horses and hounds, a few sidelights on the business of fox farming, and a hero having the prosaic job of government veterinarian are the departures from standard in this Rex Allen starrer, produced by Edward J. White, directed by William Witney and written by Albert DeMond.

The story is about Allen's uncovering and defeat of a ring of counterfeiters who smuggle their phoney money into Canada by concealing it in the false bottoms of fox cages. Assisting with the acting chores are Allen's horse, Koko; Mary Ellen Kay and Jimmy Moss and their father, fox farmer Forrest Taylor; Slim Pickens, moronic village dogcatcher; villains Roy Barcroft and Zon Murray, and a number of singing cowboys who join Allen in such tunes as "The Old Ark's A'moverin'," "Wait for the Wagon" and "Roll on Texas Moon."

"Border Saddlemates" has what it takes in terms of gun fighting, chases and fisticuffs to thoroughly entertain patrons who are attracted by a cowboy picture.

Running time, 67 minutes. General audience classification. April release.

C. L. FRANKE

"Ivory Hunter"

(Rank—Universal-International)

THE CURRENT CYCLE of films with African settings is perhaps about midway in its course. No picture that is part of this cycle is likely to surpass "Ivory Hunter" in entertainment quality or as an illuminating examination of nature's handiwork in wilderness areas of the dark continent. Handicapped however by a lack of familiar cast names and possibly by a theme in which broad adventure is subordinate to realistic concepts, this J. Arthur Rank offering will require a harder-than-average selling effort in the American market if it is to achieve the bookings and patronage it justly deserves. It was exhibited in England, by the way, under the title "Where No Vultures Fly," with 10 minutes more running time.

"Ivory Hunter" was filmed in East Africa in radiantly beautiful color by Technicolor. It is the story of one man's devotion to the conversion of depleted territory into a sanctuary for elephants, lions, zebras, giraffes and other species, the ranks of which white hunters were bent on reducing to almost nothing.

Portrayed with warmth, vigor and insight under the knowing direction of Harry Watt are the ordeals and struggles of the man (Anthony Steel), his wife (Dinah Sheridan) and their young son (William Simons) in their wilderness encampment. Watt wrote the story on which the screenplay by W. P. Lipscomb, Ralph Mart and Leslie Norman was based.

The camera provides scenic thrills galore, and the tale is not without suspenseful incidents. In the latter connection, there are vivid picturizations of a charging elephant, a rhino in combat with a racing jeep, near death from the fangs of a prowling lioness, and treacherous practices by some of the native blackmen. It all adds up to a fine time at the theatre for the whole family.

The acting by the principals and supporting players, both black and white, is in no way wanting. Additional members of the cast are Harold Warrender, Meredith Edwards, Orlando Martins, Phillip Birkinshaw, Jack Arundel Mallett, Kenneth Augustus Jeremy, Paul N'Gei, David Osieli, Jafeth Ananda and Bartholomew Sketch. Michael Balcon was the producer, and Leslie Norman the associate producer.

Running time, 97 minutes. General audience classification. For June release.

CHARLES L. FRANKE

"Paula"

(Columbia)

LORETTA YOUNG goes through a valley of fear and anxiety before coming out into the bright sunlight in "Paula." The picture might best be characterized as a woman's film, for it lays seige to the emotions in a series of sequences in which we learn that Miss Young, the wife of Kent Smith, cannot give birth. The acting is good and the production is resourceful, but from time to time the picture leans heavily on contrivances. All told, however, it has sufficient entertainment value to keep the customers reasonably satisfied.

Miss Young is understandably distressed upon the loss of her second child at birth, and it becomes the painful duty of doctor Alexander Knox to inform her that she can never have a child. Her depression deepens when driving along in her car one day she runs down a little boy. A rather stupid rancher, thinking Miss Young drunk, rushes the boy off to the hospital amid a series of imprecations. As a result Miss Young winds up being sought by the police as a mysterious hit-and-run driver.

The young boy, an orphan, played by Tommy Rettig, survives the accident but becomes a mute. In order to be close to him Miss Young gets a job at the hospital. Finally, with the aid of Knox, she adopts the boy and begins teaching him the fundamental elements of speech in a long and tedious process of bringing back his voice.

The question that looms is whether the boy, upon regaining his speech, will reveal Miss Young as the driver of the car. The police are just about ready to close the net on Miss Young when, in a happy turn of events, the boy recognizes Miss Young's sacrifices and chooses her to be his mother. All other hitches are then happily resolved.

Buddy Adler produced and Rudolph Mate directed, from the screenplay by James Poe and William Sackheim.

Running time, 80 minutes. General audience classification. For June release.

M. HERBSTMAN

"Desert Passage"

(RKO Radio)

TIM HOLT copes with the usual skullduggery in "Desert Passage" and provides an hour of good, conventional Western entertainment. A bit of novelty is provided by the fact that there is not one fistic exchange in the picture. This, however, does not mean there is any shortage of action. There is plenty of it.

The story revolves around a paroled bank robber's return to town to retrieve his hidden $100,000 loot. Several other underworld characters are out to get the money, resulting in several outbursts of lawlessness.

Aided by his faithful companion, Richard Martin, Holt sets out to clear up the mess as well as snare the perpetrator of a murder or two. Joan Dixon lends a touch of feminine appeal as the daughter of the bank president who killed himself after the robbery. Following a series of flights and pursuits, punctuated by gun battles, Holt brings the villains to justice and sees that the stolen money goes its rightful way. Herman Schlom produced and Lesley Selander directed.

Running time, 60 minutes. General audience classification. May release.

M. HERBSTMAN


LOST...
LOST in a love she was helpless to resist

JENNIFER JONES

in a performance as memorable as those she gave in..."The Song Of Bernadette" and "Duel In The Sun"...

in

The Wild Heart

Color by TECHNICOLOR

A POWELL-PRESSBURGER PRODUCTION

A SELZNICK PICTURE

Written, Produced and Directed by
MICHAEL POWELL and EMERIC PRESSBURGER

Distributed by
RKO RADIO PICTURES

● ***Opening May 28th at the New York PARAMOUNT Theatre***

Ohio Meeting in Cleveland Today

CLEVELAND, May 18.—A closed-session film clinic to be featured tomorrow afternoon for the opening of the annual convention of the Independent Theatre Owners of Ohio will take up the results of a statewide survey of exhibitors. One of the top disclosures, it is expected, will be the non-existence of any iron-clad national sales policies.

On Tuesday morning, separate meetings will be held for drive-in operators and for showmen in small towns, for subsequent-runs in big cities, first-runs in medium-size towns and for first-runs in big cities. An open forum will be conducted Tuesday afternoon and another on Wednesday afternoon.

At the closing banquet Wednesday evening, honor guests will be Janis Carter, W. Ward Marsh, film critic of the Cleveland *Plain Dealer;* Abram F. Myers, general counsel of national Allied; Wilbur Snaper, Allied president, and Maurice Bergman, Universal Pictures' director of public relations.

Seeks to Promote TV Filming Here

The formation of a motion picture and television committee was announced here by the New York Board of Trade. M. D. Griffith, executive vice-president of the board, was elected temporary chairman and David Pincus, head of Caravel Films and an officer of the Film Producers' Association of New York, was named vice-chairman.

The committee was set up at a special meeting called by the board for the purpose of enlarging and strengthening the scope of TV and film activities in New York City, and, in particular, the filming of TV shows.

Fine Arts Negotiates Mayer-Kingsley Deal

Fine Arts Films has concluded a deal to become the exclusive national distribution agency for a number of pictures imported by Arthur Mayer-Edward Kingsley, Inc. Three French films which will have American premieres under the deal within the next three months are: "The Strange Ones," "Life Begins Tomorrow" and "Les Casses Pieds" (yet to be titled for the American market).

The following films, also included in the deal, recently were released in the U. S.: "The Young and the Damned" (Mexican), "The Big Day" (French), "Penny Whistle Blues" (South African), and "David" (English).

Special UJA Luncheon

A special luncheon to discuss industry campaign plans for the United Jewish Appeal will be held at the 21 Club here tomorrow with Robert Benjamin, campaign chairman, and Barney Balaban, Paramount president, presiding.

Realart Branch in Tampa

ATLANTA, May 18.—Realart Pictures will open a branch at Tampa, Fla. Up to now Realart has had only a shipping depot there. J. R. Edwards, former Atlanta sales representative, will have charge of the new branch.

Review

"Brave Warrior"

(Columbia)

THE MACHINATIONS of British spies to foment trouble with the Indians as a prelude to the war of 1812 form the motif of this Western in color by Technicolor. There is sufficient action to please most Western fans. One of the highpoints is a tomahawk duel between the young chief of the Shawnee tribe and his brother. Another is a knock-down, drag-out fight between an Indian raiding party and members of a frontier household.

While the film contains many entertainment qualities, it may be somewhat uneven for the more sophisticated audience. The plot runs along well-established formula lines, with characterizations a bit on the stilted side.

Jon Hall, who stars in the film, faces the tough task of keeping the peace with Shawnee and other Indian tribes. Despite Hall's life-long friendship with the Shawnee chief, Jay Silverheels, maintaining peace is made difficult by the chief's ambitious brother and by British agents. The conflicting interests supply the motive for subsequent action. The evil Indian brother is subdued and the British routed following many scenes of riding and shooting and yelping Indians.

Others in the cast include Christine Larson, Michael Ansara, Harry Cording, James Seay and George Eldredge. Sam Katzman produced, and Spencer G. Bennet directed, from a screenplay by Robert E. Kent.

Running time, 73 minutes. General audience classification. For June release.

MURRAY HOROWITZ

Crescent Case

(*Continued from page* 1)

two of its officers, and four allied theatre companies. It charged violation of the 1943 consent judgment.

Early this year, the District Court dismissed practically all the charges. The government promptly appealed to the Sixth Circuit Court the dismissal of the criminal contempt charges. On Friday it appealed directly to the Supreme Court the dismissal of the civil charges.

Justice argued that the 1943 judgment must be amended in order to carry out the original purpose. It asked various provisions to force the theatre companies to get rid of certain theatres and to prevent them from building new ones.

Decree Is Changed in Lynwood Situation

WASHINGTON, May 18.—The 20th Century-Fox consent decree has been amended to take care of a change in the situation of the Lynwood Theatre in Kansas City.

The original decree, according to Justice Department officials, provided that the theatre, then operating as a second-run, would have to take a product limitation if a competing independent could not get sufficient second-run features. Since then, Justice said, the Lynwood's availability has been moved up, making the decree provision meaningless. So 20th-Fox has agreed, and the Statutory Court has issued an order, to amend the decree so that the Lynwood must take a product limitation if a competing independent cannot get films on the same availablity as the Lynwood.

Sigman Is Souvaine Foreign Sales Head

The appointment of Sam Sigman to the post of foreign sales manager for Souvaine Selective Pictures was announced here by Charles M. Amory, sales vice-president of the company who has returned from 10 days of product negotiations in Britain.

Sigman, who formerly was with Selznick Releasing Organization in the same post, will take up his duties at once. He will also act as general sales consultant to Amory.

Arbitration Unit

(*Continued from page* 1)

ference, engaged in general discussions of the principles they have to work with.

Each committee member present at Friday's meeting worked over the weekend on a particular subject to be included in the document, and is scheduled to submit to the meeting today a written draft of at least one section.

List Those Present

Present at the meeting on Friday were Adolph Schimel, Universal; Robert W. Perkins, Warner Brothers; Austin C. Keough, Paramount; Ben Melnicker, Loew's; Mitchell Klupt, Metropolitan Motion Picture Theatres Association, and Levy, TOA.

The committee probably will meet several times this week, Levy said. The document is scheduled to be presented for the approval of the second Industry Conference on Arbitration, which will get under way at the Hotel Astor here on May 26.

Hoffberg in Deal for German Film Series

An agreement has been signed by Jack Hoffberg, president of Hoffberg Productions, Inc. and William Albach, representative of Video Interfilm Corp. of Berlin, for the production in Western Germany of a series of 13 half-hour ballet and operetta films.

In addition, a series of 26 symphonic musicals and ballets, running about 15 minutes each, will be produced. Each film will carry an English commentary.

R. E. Quick Deputy of Army Film Service

Alan McCarroll, deputy chief of the Army and Air Force Motion Picture Service, has resigned his post to fill a fiscal position with the European Command Post Exchange Service in Nurnberg, Germany.

He will be replaced by Robert E. Quick, present chief of the European Command Motion Picture Service. Quick entered the film business in the Milwaukee exchange of M-G-M in 1936.

Mich. Allied Calls Industrywide Meet

DETROIT, May 18.—The Allied Theatres of Michigan annual convention will be held Oct. 20-22, and will be industrywide in nature, reports John Vlachos, organization president. The date was set at a board of directors meeting.

Vlachos has appointed E. J. Pennell, Allied vice-president, general chairman of the convention.

Vlachos said all distributors, branch managers and anyone else connected with the industry will be invited to attend the meeting, which will be held in the Tuller Hotel. Several special meetings have been set to discuss drive-ins.

Honor John Schnack, Exhibitor 50 Years

KANSAS CITY, May 18.—A delegation going by special pullman from Kansas City and exhibitors and distributor representatives from other points paid tribute Thursday at Larned, Kan., to John Schnack, for 50 years an exhibitor in that town. Robert Carnie made the principal address at the banquet in the evening. The local Chamber of Commerce gave a luncheon at noon to visiting film people. The Kansas-Missouri Theatre Association had sponsored the tribute, and set its spring meeting for this date, which had the luncheon and evening events as chief features.

Name James Orgill To Charity Post

James Orgill has been appointed director of the films - television - radio service of the Community Chests and Councils of America and the United Defense Fund joint public relations department. He will be in charge of radio and television full-length programs and spots and will supervise the production of CCC and UDF one-reel films, for use in united Red Feather campaigns.

Thomason in New Post

L. S. Thomason, who has been active in the production and sale of television commercials for several years, has joined the Columbia subsidiary, Screen Gems, TV department, in a sales capacity. Thomason will handle commercial contacts for Screen Gems TV and for the Screen Gems division of United Productions of America.

Three Managers Shifted

DENVER, May 18.—Ralph Batschelet, who managed the Paramount here for several years for Fox Intermountain Theatres prior to its being taken over by Wolfberg Theatres, has been moved to the Tabor. He succeeds Gene Manzanares, who moves to the managership of the Webber, replacing Harry Wilhelm, assistant manager at the Denver, who was at the Webber temporarily.

Jacobs to Promote SPG

HOLLYWOOD, May 18.—The Screen Producers Guild has designated Arthur Jacobs and Associates public relations counsel here and in New York.

NSS Is Handling Palsy Trailer

National Screen Service again is handling national distribution of the United Cerebral Palsy's annual fund-raising campaign trailer. Prints of the trailer are now in key National Screen branches. The campaign will run until July 1.

The trailer was produced by Republic and stars John Wayne. Title "Miracle in Motion," its running time is two minutes and 50 seconds.

Made in Color

(*Continued from page* 1)

SPRINGFIELD RIFLE, Gary Cooper, produced by Louis F. Edelman, directed by Andre De Toth; KISS ME AGAIN, produced by Sam Bischoff; BROADWAY REVISITED, Jane Wyman, produced by Henry Blanke; COME ON TEXAS, Randolph Scott, produced by Edelman; THE END OF THE RAINBOW, produced by Edelman; HELEN OF TROY, produced by Bischoff; STOP, YOU'RE KILLING ME, based on a comedy by Damon Runyon, produced by Edelman, directed by Roy Del Ruth.

Forthcoming Warner productions in Technicolor will include:

MacRae in 'About Face'

ABOUT FACE, starring Gordon MacRae and Eddie Bracken, produced by William Jacobs, directed by Roy Del Ruth; SHE'S WORKING HER WAY THROUGH COLLEGE, starring Virginia Mayo and Ronald Reagan, produced by William Jacobs, directed by Bruce Humberstone; WHERE'S CHARLEY?, Ray Bolger, directed by David Butler; THE STORY OF WILL ROGERS, starring Will Rogers, Jr. and Jane Wyman, with James Gleason and Eddie Cantor, produced by Robert Arthur, directed by Michael Curtiz; THE CRIMSON PIRATE, Burt Lancaster, a Norma Production, produced by Harold Hecht and directed by Robert Siodmak; APRIL IN PARIS, Doris Day and Ray Bolger, produced by William Jacobs, directed by David Butler; THE IRON MISTRESS, starring Alan Ladd and Virginia Mayo, produced by Henry Blanke, directed by Gordon Douglas; THE DESERT SONG, Kathryn Grayson, Gordon MacRae and Steve Cochran, produced by Rudi Fehr, directed by Bruce Humberstone.

Scott in 'Behind the Gun'

Also, THE MAN BEHIND THE GUN, Randolph Scott, produced by Robert Sisk, directed by Felix Feist; THE JAZZ SINGER, Doris Day and Danny Thomas, produced by Edelman, and directed by Curtiz; THE EDDIE CANTOR STORY, starring Keefe Brasselle, produced by Sidney Skolsky; THE SEA ROGUE, from Robert Louis Stevenson's 'The Master of Ballantrae," starring Errol Flynn; HIS MAJESTY O'KEEFE, Burt Lancaster, produced by Harold Hecht, directed by Byron Haskin; BY THE LIGHT OF THE SILVERY MOON, Doris Day and Gordon MacRae, produced by William Jacobs; THE GRACE MOORE STORY, produced by Henry Blanke; SALLY, produced by William Jacobs.

3 FOR BEDROOM C, starring Gloria Swanson, was shot in Natural Color.

ABBOTT AND COSTELLO MEET CAPTAIN KIDD, starring Bud Abbott, Lou Costello and Charles Laughton, was photographed in SuperCinecolor.

'Arms' Promotion Is Seen as 'U's' Biggest

CHICAGO, May 18.—"The World in His Arms," Universal-International, which is scheduled for August release as the company's "40th Anniversary Year" picture, will be backed by the greatest promotional effort in the company's history, David A. Lipton, vice-president in charge of advertising-publicity, told sales executives on the final day of their meetings here Friday in his outline of promotional plans for pictures to be released during the second half of the year.

In reviewing the overall promotional plans Lipton announced that U-I will extend its promotional use of TV for point-of-sale showmanship. Top stars and new personalities will reach all sections of the country visiting key cities and smaller towns as part of publicity tours and premiere promotions.

The policy introduced by U-I of national magazine theatre listing tie-in ads will again be used along with full page Sunday supplement color ads, territorial saturation advertising and off the film page advertising. Lipton stated that U-I is also planning greater emphasis on trailers.

Daff, Lipton on Coast for 'U' Studio Conferences

HOLLYWOOD, May 18.—Alfred E. Daff Universal director of world sales, and David Lipton have arrived here from Chicago for a series of meetings with Leo Spitz, executive head of production; William Goetz, in charge of production, and other Universal studio executives. Charles J. Feltman, domestic sales manager, will arrive for the meetings later in the week.

Says SCA Refused

(*Continued from page* 1)

RKO Radio and M-G-M—Paramount and 20th Century-Fox already held an interest in SCA—evidence introduced by the Commission showed that Earl Hinds, president of Fox subsidiary General Precision Equipment Laboratories, which held two thirds of the SCA B stock, was opposed to the deal. In regard to an offer of American Type Founders Corp., a company which showed considerable interest in developing the SCA patents, Levey declared that Paul Raibourn had turned down the offer. Raibourn was the head of Paramount Television Productions, which held one third of SCA's B stock. Levey quoted Raibourn as telling the president of American Type Founders that GPE and Paramount controlled the SCA situation and that American Type had better learn more about television.

Levey's testimony contradicted statements made earlier in the hearing by Raibourn. At one point Levey declared that he knew Allen B. DuMont Laboratories were working on the Skiatron dark trace tube and that he had discussed the fact with Dr. DuMont. Raibourn previously disclaimed any knowledge of such an occurrence. At another point in the hearing Commission attorneys introduced a memo made by Levey in 1943, describing a suggestion by Raibourn to change the stock held by GPE and Paramount to a fifty-fifty basis. Raibourn previously denied that he had suggested such a change.

Levey will continue his testimony tomorrow.

Weitman

(*Continued from page* 1)

Goldenson. Commenting on his letter, in which an enthusiastic review of the M-G-M exhibitor meetings was given, Weitman said the investment made by Metro in staging the conference was costly, but it will pay dividends. Other companies should follow through, he continued, as a means of giving exhibitors "a look-see into the future" and instilling enthusiasm and confidence throughout the industry.

Weitman said, "If there is one thing we gained out of the Metro meetings, it is the fact that this company has fully awakened to the basic problems of the exhibitor and has determined to provide us with an even flow of quality product throughout the year, something we have been advocating from every company.

Says They Aren't Blind

"Ours is a business operating 365 days a year, and we cannot operate on a spot-booking basis, covering important holidays only. We have talked to some of the other distributors, and we know that they are not blind tour problems."

Goldenson and Weitman called upon the entire UPT organization to spread the word "far and wide" of the forthcoming top quality M-G-M product.

Concluded Weitman: "We think it imperative that we, as exhibitors, not only do this for M-G-M but for any company that undertakes a similar program. In this way we can show how readily we will cooperate to form a united front for the good of the entire industry."

TopParamountSales Meets on the Coast

Future top-level Paramount sales meetings will be held in Hollywood whenever possible, it was disclosed at the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp.

This decision was prompted by the results from the company's recently-concluded sales sessions at the studio where distribution and studio officials viewed forthcoming product and analyzed box-office, merchandising and entertainment values.

Also at the studio meetings there was discussed a new method of handling exhibitor screenings so that at least four or five of the 13 productions scheduled from July through December could be quickly shown to theatremen throughout the country.

Accordingly, a plan is now in work, Schwalberg disclosed, to adopt the same system used for "Here Comes the Groom," which called for screenings in 100 key cities at specially selected theatres with exhibitors receiving personal invitation from branch managers.

Stage Policy for FWC

SAN FRANCISCO, May 18.—The Fox Theatre here on May 28 will inaugurate a policy of top stage and screen attractions on the same program, according to Charles P. Skouras, Fox West Coast head. Herman Kersken, managing director of the house, has just returned from New York where he engaged entertainers. He will also visit Los Angeles for talent before announcing the lineup for the opening.



Hurry . . . Hurry

You Still Have Time to Enter the

FILM INDUSTRY GOLF TOURNAMENT

Sponsored by Cinema Lodge

At The Vernon Hills Country Club at Tuckahoe, New York Thursday, May 22nd

Open to all members of the motion picture and allied industries and their friends.

Harold Rinzler, Co-Chairman of Golf Committee
Cinema Lodge, B'nai B'rith
214 West 44th Street, N. Y. 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, May 22, 1952 at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for $15.00 to cover green fees, lunch and dinner. [Please make check payable to Lodge.]

Name .....

Address .....

Last Three Scores: ☐ ☐ ☐ **Club Handicap:** ☐

Club: .....

If you are part of a foursome, please list the other names.

20th CENTURY-FOX OFFERS

FREE TV TRAILERS ON "KANGAROO!"

THE FIRST AMERICAN PICTURE MADE IN AUSTRALIA...WITH THESE GREAT STARS- MAUREEN O'HARA, PETER LAWFORD, FINLAY CURRIE, RICHARD BOONE.



HERE'S HOW TO GET THEM:

Special TV trailers are available free of charge on "Kangaroo!"—directed in Australia by Lewis Milestone, who gave you "Halls of Montezuma."

They have been produced specifically to help you sell all the action and adventure of this exciting attraction. One runs one minute; the other, 20 seconds. Both are 16mm. with open-end for local theatre credits.

We'll send them to you promptly if, along with your request, you include detailed information as to your time-buys and the stations you are using.

Get them from 20th Century-Fox Exploitation Dep't., 444 West 56th Street, New York 19, N.Y.

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 98 NEW YORK, U.S.A., TUESDAY, MAY 20, 1952 TEN CENTS

French Offers For New Pact Top Old Deal

Talks Recess While MPA Weighs Johnston Report

The Franco-American film talks in Paris have recessed for about two weeks while the French government and the Motion Picture Association of America board review independently a number of French alternate counter-proposals, any one of which promises a remittance and import arrangement more favorable to the American distributors than the expiring pact.

This was the essence of a report by Eric A. Johnston, MPAA president, following his return from Paris by plane at the weekend. The MPAA board will assemble tomorrow to receive the full story of the negotiations from Johnston who expects to return to Paris in two or three weeks to continue the talks. The existing

(*Continued on page* 5)

UA Weighing Entry Into Film Financing

Arthur Krim, United Artists president, will make another of his "progress reports" on the company at a press conference at the home office on Friday.

Krim introduced the practice of making periodic reports shortly after his group took over administration of U.A. early last year. In addition to providing details of several new product deals recently concluded by U.A., Krim's report may touch upon plans for the company to enter the field of production financing and partnerships on an increasing scale in the near future.

The plan has been under considera-

(*Continued on page* 4)

Lifts Newark Police Ban on 'Latuko'

The African documentary, "Latuko," returned to the screen of the Embassy Newsreel Theatre in Newark yesterday following a decision by Judge Freund which lifted the ban imposed by the Newark Police Department.

Judge Freund in Newark Chancery Court, after listening to arguments and viewing the controversial film, said it

(*Continued on page* 5)

Kalmus Sees Big Rise in '53 Technicolor Volume

A substantial increase in the volume of business for Technicolor in 1953 was predicted by Dr. Herbert T. Kalmus, president and general manager, at a stockholders' meeting held here yesterday.



Dr. Herbert Kalmus

Dr. Kalmus said Technicolor was expanding the volume of 35mm. prints from "something over 400,000,000 feet per year, as of today, to about 600,000,000 feet per year for 1953."

He predicted the continuation of Technicolor's research and development work so that, with a further appropriation for expansion "of relatively small magnitude — probably less than $1,000,000"—this 600,000,000 feet per year of print capacity

(*Continued on page* 4)

Robinson-Maxim Bout Goes to Theatre Video

The world light-heavyweight fight between Sugar Ray Robinson and Joey Maxim, slated for June 29 at New York's Yankee Stadium, has been signed for theatre television, according to a joint announcement yesterday by Nathan L. Halpern, president of Theatre Network Television, and James D. Norris, president of the International Boxing Club.

Halpern said he anticipates between 40 to 50 theatres will carry the exclusive telecast, forming the largest

(*Continued on page* 4)

4 Exhibitor Groups Set Conventions

Four more regional exhibitor organization meetings have been set.

On May 29 a meeting of the Independent Exhibitors, Inc., and Drive-In Theatres Association of New England will be held at the Sheraton Hotel in Springfield, Mass. Wilbur Snaper, national Allied president, will be among the speakers.

The sixth annual convention of the Kentucky Association of Theatre

(*Continued on page* 5)

Urge Financing for Compo 'P.R.' Tours

If the Council of Motion Picture Organizations speaking tours are properly financed, organized and conducted as a continuous industry policy tney can be of immense value in establishing better industry public relations, Maurice Bergman of Universal-International, and Robert W. Coyne, COMPO special counsel, observed in a joint statement here yesterday.

Bergman and Coyne returned to

(*Continued on page* 5)

Senate Group Is Probing Industry Trade Practices

WASHINGTON, May 19.—The Senate Small Business Committee has launched an investigation of trade practices in the film industry since the U. S. Supreme Court's Paramount decision and the various consent decrees.

Some weeks ago, staff officials of the Committee admitted they had received "several" complaints from independent exhibitors, but said the Committee was doing nothing about these complaints.

Now, however, a staff investigator has started a "highly exploratory" inquiry into the subject. He said he planned to talk to a number of independent exhibitors to determine "whether the malpractices complained of in the Paramount suit are still

(*Continued on page* 4)

Rank Group Is Now On Profit Basis

LONDON, May 19.—The J. Arthur Rank Organization has overcome most of the financial difficulties which confronted it in recent years and now is operating at a profit, John Davis, managing director of the company, told the convention of Rank's British Optical and Precision Engineers.

The Rank Group, Davis said, has

(*Continued on page* 5)

Arbitration Meet Put Off To June 16th

Rules Group Needs More Time for Drafting Work

The second Industry Arbitration Conference, previously scheduled to start May 26 at the Hotel Astor here, now is set to get underway on June 16. The postponement was made yesterday in compliance with a request by the Conference's Committee on Rules, which indicated it would require additional time to prepare the written record of the arbitration principles approved by the first conference last month.

Herman M. Levy, chairman of the Rules Committee, which is composed of distribution and exhibition attorneys, yesterday sent telegrams to all conference delegates informing them of the postponement. The committee yesterday held its fourth day-long meeting since last Tuesday and will convene again this afternoon.

Actual drafting of the document, which will be phrased to meet with the approval of the forthcoming con-

(*Continued on page* 4)

Crawford May Form Own Producing Unit

Joan Crawford, here for conferences with RKO Radio executives on the marketing of "Sudden Fear," which she co-produced with Joseph Kaufman, reports that she hopes to form her own producing unit in the near future.

Miss Crawford also stars in "Sudden Fear." RKO Radio will release it in late summer and the star plans to tour 26 cities in advance of key openings. The picture, which was made on the Republic lot, was brought in for under $600,000, said Miss Crawford.

News of the Day Staff Wins $4 Pay Increase

"White collar" workers at the News of the Day home office here will receive a $4 per week across-the-board wage increase under a new agreement between management and IATSE Motion Picture Home Office Employes Local No. H-63, Russell M. Moss, the local's executive vice-president, reported yesterday. The local meanwhile is pursuing negotiations with Paramount for an across-the-board pay hike for similar workers at Paramount News.

Personal Mention

RUBE JACKTER, Columbia's assistant general sales manager, will leave here for Jacksonville, Fla., today.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, left here last night for Cleveland and Pittsburgh. He will return here at the end of the week.

•

JOSEPH INGBER, film buyer for Brandt Theatres, and MRS. INGBER became parents on Sunday for a second time when a daughter, CARROL, was born at Lebanon Hospital here.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, are in Phoenix, and will leave there for Chicago on Saturday.

•

LOU J. KAUFMAN, Warner Theatres executive, will be in New Haven today, and will return to New York at the end of the week.

•

SIDNEY SHELDON, M-G-M producer-director-writer, will arrive here from the Coast today with his wife and will sail for England on Saturday.

•

LEE KOKEN, executive in charge of vending machine operations for RKO Theatres, will leave New York today on a business trip to the Midwest.

•

JERRY PICKMAN, Paramount's vice-president in charge of advertising-publicity, returned here yesterday from Hollywood.

•

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram-Allied Artists, is in New York from the Coast.

•

WILBUR SNAPER, president of national Allied, will return to New York on Thursday from Cleveland.

•

ARCHIE HOLT, Universal salesman in Portland, Ore., is recuperating at home from an operation.

•

BERT KULICK, president of Bell Pictures Corp., is ill in Mt. Sinai Hospital here.

Files $1,800,000 Trust Suit Here

A $1,800,000 anti-trust suit against the eight majors and others was filed here in Federal Court yesterday by Colonial Management, Inc. and Henry Brown, operators of the Colonial Theatre at Albany, N. Y.

Colonial charged that it was unable to obtain product due to an alleged "conspiracy" among the defendants. Other defendants named were Copia Realty Corp., Fast Theatres, Fabian Theatres, Stanley Mark Strand, Warner Brothers Circuit Management Corp., and the Radio Keith-Orpheum Corp.

Government to Take Ad Film Attack to Supreme Court

WASHINGTON, May 19.—The government has decided to appeal to the U. S. Supreme Court from a lower court order that the Federal Trade Commission cannot ban long-term exclusive screening contracts for advertising films. The appeal will be filed with the high court tomorrow or Wednesday, Justice Department officials said.

The FTC ordered four ad film companies to discontinue any exclusive screening contracts that ran for a year or longer. All four companies went to court, but two of the companies—Alexander Film Co. and Reid H. Ray Film Industries, Inc.—later dropped their protests. A third company, United Film Service, Inc., agreed to have its case determined by the outcome of the fourth suit, involving Motion Picture Advertising Service Co., Inc.

In February, the Fifth Circuit Court of Appeals upheld this fourth suit, ruling that the FTC was wrong and that the long-term screening contracts were "not unfair or unreasonable, but rendered desirable and necessary by good business acumen and ordinarily prudent management." The government is now asking the Supreme Court to rule that the lower court was wrong and the FTC order was right.

Profit Prospects Brighten: Disney

Walt Disney Productions and domestic subsidiaries report a net profit of $19,980 for the six months ended last March 29, compared with a profit of $201,914 for the same period a year ago, Roy O. Disney, president, reports in a letter to stockholders. Gross income was $3,838,986, against $2,357,845 last year. Charged against the 1952 income was $2,490,573 for the amoritization of product, compared with $938,320 during 1951.

Despite the decline, Disney stated, earnings for the full fiscal year "are expected to compare favorably with those of 1951, when the net reached $429,840." The next six months "will include substantial revenue from the reissue of 'Snow White and the Seven Dwarfs,'" he predicted.

Disney grossed $1,238,792 from the rights to publications, comic strips, licensing cartoon characters, music, etc., against $961,588 in the 1951 six-month period.

Debentures in the amount of $382,300 were retired during the half-year, leaving $277,910 outstanding at March 29, 1952.

Concerning foreign income, Disney said: "Production of pictures abroad which can be marketed in dollar-producing areas is one answer to the problem of converting blocked money to dollars. Accordingly, arrangements have been made to produce our third live-action feature picture in England this summer, entitled 'When Knighthood Was in Flower.'"

Andrew Buchanan, 55

LONDON, May 19.—Andrew Buchanan, documentary film producer and originator of "Ideal Cinemagazine" for the old Ideal Films, died here of coronary thrombosis at the age of 55.

FCC Brings History Of SCA Up to 1945

WASHINGTON, May 19. — Federal Communications Commission attorneys today brought up to 1945 their history of Scophony Corp. of America's struggle to get its patented invention manufactured.

To the accompaniment of several dozen memos and letters taken from his file, former SCA president Arthur Levey described negotiations with Bell and Howell, General Electric and the Navy Department looking towards the development and manufacture of SCA patents.

Both Bell and Howell and GE dropped their offer after prolonged negotiations because they were unable to see a demonstration of the Scophony supersonic television system in which they were interested, testimony brought out. In the case of the Navy, which wished to cooperate on the development of the dark trace tube, the exhibit showed that Dr. Adolph Rosenthal, inventor of the tube, was afraid that the information about the tube he would have to give to the navy was not sufficiently covered by patents.

Much of this information was developed previously in questioning of Paramount Pictures director Paul Raibourn. At that time Paramount owned one-third of SCA's initial B stock, with General Precision Equipment Laboratories owning two-thirds. Between them the two companies owned half of the SCA stock and Raibourn and GPE president Earle Hines were SCA board members.

Levey's memos and letters of that period, with which Commission attorneys have been flooding the record since the current Skiatron head took the stand, have often expressed dissatisfaction with the attitude shown by Hines and Raibourn. In a letter introduced today which Levey wrote to Hines in 1945, some three years after SCA was set up, he declared that almost a year had passed since Hines had reported "any progress whatsoever, while at the same time you refuse to permit Bell and Howell to proceed, notwithstanding that it would be in the best interest of this corporation to allow Bell and Howell to proceed along the line of their written proposal."

Murray Greenwald, 50

Murray Greenwald, 50 years old, president of Bradford Press, specialists in printing for the motion picture industry, died suddenly from a heart attack Sunday night at his home. He is survived by his widow, Jean and two sons, Howard and Ronald. Funeral services will be held tomorrow at the Park West Memorial Chapel.

House Group Sets New 'Red' Hearings

Washington, May 19.—The House Un-American Activities Committee has tentatively scheduled hearings tomorrow, Wednesday and Thursday in connection with its Hollywood investigation.

Committee staff members refused to make public in advance the names of the scheduled witnesses. This would be the most time the Committee has devoted to Hollywood in several months.

Today the Committee heard playwright Clifford Odets admit that he had been a Communist Party member for "six or nine months" during the depression in 1935.

MPA, TOA to Fill Compo Posts Soon

Both the Motion Picture Association of America and the Theatre Owners of America are expected to name this week the individuals who will represent those organizations on the three-man interim committee which will run the Council of Motion Picture Organizations until an election of new officers can be held.

Allied States, the other organization designated to name a representative to the committee, appointed Trueman T. Rembusch to the post on May 5.

The MPAA representative is due to be announced today by Eric A. Johnston, MPAA president, in Washington. If the announcement does not come today, it will be made tomorrow following the scheduled meeting here of the Association's board, it was said. Joyce O'Hara, MPAA vice-president, was mentioned as likely to be named to the COMPO post.

TOA's appointment probably will be announced later in the week. Sam Pinanski of Boston, former TOA president, is understood to be under consideration for the appointment.

NEW YORK THEATRES

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SPECTACULAR STAGE PRESENTATION

MARLENE DIETRICH
ARTHUR KENNEDY
MEL FERRER
in RANCHO NOTORIOUS
COLOR BY TECHNICOLOR
in person NAT "KING" COLE
RUSS CASE And His Orchestra
ALAN KING
Late JOHNNY COY
SUNNY GALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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National Pre-Selling

DAVID A. LIPTON, vice-president in charge of advertising and publicity for Universal-International, announced last Friday at his Chicago meeting with sales executives that "The World in His Arms," which is scheduled for August release as the company's 40th Anniversay picture, will be backed by the greatest promotional effort in U-I's history. The Alaska premiere of the film, in June, will be covered by a delegation of newspaper, magazine and syndicate people who will fly from New York and Burbank to Anchorage for the opening. It will receive a record national newspaper and magazine campaign, keyed, as is Universal's policy, with local playdates to deliver the greatest possible impact at the point of sale. In planning showmanship campaigns for 17 pictures to be released in the second half of the anniversary year, Lipton disclosed that the company is backing this product with an unprecedented advertising budget.

•

Hitting a fast pace in Sunday magazine coverage, 20th Century-Fox snares four major layouts in June issues of *This Week, American Weekly* and *Parade*, via stories on Ava Norring, Ann Francis and Marilyn Monroe, with credits to six upcoming pictures. Smokey David, technical adviser on "Kangaroo," 20th Century-Fox's color in Technicolor spectacle produced in Australia, has been detailing first-hand information about the film's location filming on eight leading television and radio shows.

•

The June 3 issue of Look, *on newsstands today, is a reel movie issue, with three feature articles and the review. "Desert Duet" tells of Janet Leigh and her husband, Tony Curtis, with credits to M-G-M, RKO Radio and Universal Pictures, illustrated with very personal photos. Gloria Drew, discovered in "The Greatest Show on Earth" discloses. "How to Undress on the Beach," in three pages of pictures. And "Laughing Lucille" is an amusing by-line piece about Lucille Ball, which quotes her as saying "At heart, I'm a frustroted hairdresser." The "Movie Review" is devoted to RKO Radio's "Clash by Night," which is described as "sex and violence in a scorching film."*

•

McCall's for June, out tomorrow, gives top billing in its front-of-the-book movie guide, "McCall's Goes to the Movies," to M-G-M's "Scaramouche," with "My Son John," from Paramount; "Has Anybody Seen My Gal," Universal, and "Paula," from Columbia, as runners-up. Teen-age boys and girls from America and abroad have written and illustrated the five entertainment features and reviews in *Seventeen* for June, sixth annual "It's All Yours" issue of the magazine, an attractive idea, attractively presented. *Cosmopolitan* for June, released on Friday, has M-G-M's "Scaramouche" leading Louella O. Parson's "Movie Citations" for the month. Twentieth Century-Fox's "Kangaroo" has been tabbed "Movie of the Month" in *American* magazine for June.

WALTER BROOKS

$65,000 for 'Kangaroo'; 'Scaramouche' Steady

A fairly nice $65,000 is expected to be registered by "Kangaroo" in its first week at the Roxy. With the exception of Radio City Music Hall, most other first-run theatres here reported grosses sagging this week.

The second stanza of "Scaramouche" at the Hall is due to hit a sturdy $118,000, while a pretty good $57,000 is seen for the initial week of "Rancho Notorious" at the Paramount.

"Outcast of the Islands" in its dual opening at the Astor and Fine Arts theatres is doing satisfactorily. At the Astor, $22,000 is forecast.

The opening of "Outcasts of Poker Flat" was a bit disappointing, with $12,000 seen for its initial week at the Mayfair. At the Globe, $10,000 is due for the first inning of "Denver & Rio Grande," a figure which is on the sluggish side.

Dipping after fair openings were "The San Francisco Story" at the Warner and "Wild North" at Loew's State. The second week of "The San Francisco Story" is expected to hit $22,000, while $10,000 is seen for the second week of "Wild North."

"The Sniper" is doing moderately well at the Criterion, with $14,000 estimated for the second stanza. An average $7,500 is forecast for the second round of "The Pride of St. Louis" at the Rivoli. "Carbine Williams" at the Capitol fell to $23,000 in its second week following an opening figure of $39,000.

Holding up fairly well is "The Marrying Kind" at the Victoria, with $12,000 indicated for its 10th week.

Among off-Broadway houses, the Paris is doing fine business with "Under the Paris Sky." The second week of the film is expected to rack up $9,300. The seventh week of "Man in the White Suit" at the Sutton is due to hit a solid $12,500. A nice $6,000 is forecast for the third week of "Never Take No for an Answer" at the Beekman, while a good $9,500 is predicted for the seventh round of "Encore" at the Normandie.

At the Baronet, a fair $2,100 is predicted for the initial stanza of "Wall of Death." At the Park Avenue, a satisfactory $4,500 is estimated for the second week of "When in Rome."

Would Bar Films of Senate Hearings

WASHINGTON, May 19. — Senate Judiciary Committee chairman McCarran (D., Nevada) today introduced legislation to ban still-photographs, newsreels, radio or television recordings of testimony before Senate committees.

Up until now, it has been up to individual committee chairmen to permit or deny photographs and recordings. McCarran said his proposal was in line with recommendations of the American Bar Association and with House procedure.

4 Houses Closed in Chicago Last Week

CHICAGO, May 19.—With the closing of the Rena Theatre here yesterday the closings this past week in Chicago rose to a total of four. Also shuttered during the past seven days were the Savoy, New Strand and Queen.

Leonard Grossman, who had been operating the Rena for the landlord, now is managing the Vision for the estate of Maurice Alschuler, who died here recently.

Allied Gulf Asks Sales Tax Removal

NEW ORLEANS, May 19. — Allied Gulf has asked all theatre owners in the state to contact their legislators, now in session, in an effort to have the two per cent state sales tax eliminated. All theatre owners, whether Allied members or not, have been asked to help cover expenses of the Allied legislative committee, which is now in the state capital at Baton Rouge. Heading the committee is Don George, circuit owner.

Wirthwein Testifies

CHICAGO, May 19. — Master-in-chancery William Saltiel, acting for Federal Judge Barnes, heard the testimony of defense witness Harold Wirthwein, Western sales manager for Monogram-Allied Artists, in Federal District Court here today in the Towne Theatre vs. United Artists case. Wirthwein was with Paramount Pictures in Milwaukee at the time of the actions which have led to the present litigation. Further testimony will be heard tomorrow.

100 Enter Golf Tournament

One hundred industry executives have filed entries for the film golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe on Thursday, Martin Levine, president of Cinema Lodge, announced.

Among those who are scheduled to participate are Spyros P. Skouras, Si Fabian, Abe Schneider, Harry Brandt, George Skouras, William Brandt, William White, Burton Robbins, Leo Jaffe, Martin Moscowitz, Abe Dickstein, Edward L. Fabian, Max A. Cohen, Harold Rinzler, Solomon and Morris Strausberg, Morrie Goldstein, Robert Sherman, Paul Lazarus, Jr., Al Rylander, Howard LeSieur, Mortimer Wormser, George Hornstein, Len Gruenberg, and others.

Participation in the tournament is open to all members of the motion picture and allied industries and their friends. Alfred W. Schwalberg is chairman of the tournament and Harold Rinzler is co-chairman.

Set Big 'Wall' Campaign

HOLLYWOOD, May 19.—A saturation advertising and exploitation campaign is scheduled for "The Glass Wall," Shane-Tors film for United Artists release, in plans drawn up with the Lushane Investment interests and Eastern bankers, Ivan Tors disclosed on his return from New York where Maxwell Shane has already launched direction on the picture.



Arbitration

(*Continued from page* 1)

ference, the Department of Justice and the Federal Court, will commence at today's session, Levy said. The "discussion" stage of the committee's meetings ended yesterday.

Levy said the committee applied to William F. Rodgers, who was chairman of the final session of the first industry conference, for the postponement. Rodgers, who is also chairman of the distributors arbitration negotiating committee, agreed to the request. Before resorting to Rodgers, the committee members were at a loss to know to whom they should apply. Realization that Rodgers was chairman of the session at which the May 26 starting date was set gave them their answer.

Copies of the completed committee document are expected to be placed in the hands of conference delegates at least six days before the June 16 conference session, Levy said. This, he pointed out, will give the delegates time in which to study the draft and prepare suggestions for amending or revising it. Such procedure, Levy held, will prevent loss of time at the second conference in discussion and review.

The committee has made a practice of convening at 10:30 A. M. on its meeting days. The members will not open their meeting today until this afternoon because they planned to attend the funeral services in New York this morning for Maurice D. (Red) Kann, Quigley Publications vice-president, who died in Hollywood last Thursday.

Rodgers visited the committee meeting yesterday. Committeemen present were: Robert W. Perkins and Howard Levinson, Warner Brothers; Adolph Schimel, Universal; Austin Keough, Paramount; Ben Melnicker, Loew's, and Levy, TOA. A subcommittee which will do the actual drafting of the document will be named today, Levy said.

UA Weighing

(*Continued from page* 1)

tion for some time and represents a departure from the company's traditional role as a distributor exclusively. Stock certificates representing a one-half interest in the company recently were issued to the new management group. The latter's policy, however, is to forego dividends and plow profits back into the company for working capital and reserve strength, from which funds for the financing of production will be provided.

Sees Technicolor Rise

(*Continued from page* 1)

might increase to nearly 800,000,000 feet per year during 1953.

Dr. Kalmus reported Technicolor's "producer-customers" in Hollywood had indicated they would utilize considerably more Technicolor in 1953, and predicted that Technicolor's 1953 capacity of 600,000,000 feet would be allocated "long before the end of this year." Warner Brothers, M-G-M, Paramount, Universal - International, Columbia and other producers are planning more Technicolor pictures for 1952 and a still greater number in 1953.

The advent of WarnerColor and Anscocolor, now being employed to a degree by M-G-M, was touched upon by Dr. Kalmus in his report. While restating his belief that Technicolor is the superior process, Dr. Kalmus said in order to meet demand, Technicolor is installing equipment to operate either under the Ansco or the Kodak process, WarnerColor, both completely or in combination with the Technicolor printing.

Dr. Kalmus hailed the advent of the new processes as a "boom" to Technicolor.

"First," he said, "because we cannot possibly handle the demand if the industry is heading for an all-color program; second, because if Technicolor prints may be employed with a new type of photography, which goes through any camera, it saves the capital expense of building additional Technicolor cameras.

Dr. Kalmus reported that Technicolor, Ltd., British affiliate, was enjoying record-breaking volume.

Regarding the Geer television tube, Dr. Kalmus repeated his announcement in the 1951 annual report to stockholders—that it was likely Technicolor would elect to discontinue further work on the tube.

Dr. Kalmus said that Technicolor was watching developments in the television field closely and had projects relating to these developments underway in Technicolor's research departments.

Senate Group

(*Continued from page* 1)

continuing or whether their place has been taken by other malpractices."

This official emphasized that no hearings or formal Committee action is planned in the "foreseeable future" —for the next two or three months. Morevoer, he admitted that after the next two or three months, Congress would be tied up with election troubles, making any action over the summer unlikely. However, he pointed out that should his investigation show the need for hearings or other Committee action, the Committee might do something either after the November elections or next year.

The investigator said he had already talked the matter over with Gael Sullivan, who is on leave as executive director of the Theatre Owners of America, and that he planned to talk to New York exhibitors while in New York on other Committee business this week. Other calls on his list, he indicated, would be to Abram F. Myers, general counsel of Allied States Association, and former Justice Department attorney Robert L. Wright.

'Walk East' Dated

"Walk East on Beacon," the new Louis deRochemont production which dramatizes the FBI's nationwide offensive against espionage and underground activities, will have its New York premiere at the Victoria Theatre on May 28.

New Artists Bureau

Entertaiment Management Corp., a new artists bureau, has been formed by Leonard Sillman, producer of "New Faces of 1952," and Walter P. Chrysler, Jr., it was announced here. The new company will function as personal representative and manager for artists in all fields of entertainment, it was said. Officers of the corporation are Sillman, president; Chrysler, executive vice-president, and H. I. Bucher, secretary.

Robinson Bout

(*Continued from page* 1)

theatre television network since the advent of the medium. Halpern added that more theatres may be added to the network if necessary facilities are cleared by the telephone companies.

The Robinson-Maxim bout will be the first exclusive theatre television bout since last September, when the Saddler-Pep fight was telecast.

Probably to Home TV

Negotiations for the June 5 heavyweight title bout between Jersey Joe Wolcott and Ezzard Charles are continuing, it is understood. However, an IBC spokesman indicated that this bout, to be held in Philadelphia, would probably go to home television. He added that the IBC would make its decision public shortly on the Wolcott-Charles bout.

As to fight film rights, the IBC expects to negotiate a deal for the Robinson-Maxim bout shortly, it was disclosed. Neither the IBC nor TNT would comment on how much was paid for exclusive theatre TV rights, nor would TNT comment on how much each theatre would be charged for the bout.

However, from other sources it was learned that TNT worked out a cost formula to theatres for the two bouts. Under the formula, theatres would be charged 75 cents or $1.05 per seat, guaranteeing $1,200 for the event. This formula was based upon two bouts, it was pointed out, and the cost structure would probably change for the one bout.

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Sponsored by Cinema Lodge

At The Vernon Hills Country Club at Tuckahoe, New York Thursday, May 22nd

Open to all members of the motion picture and allied industries and their friends.

Harold Rinzler, Co-Chairman of Golf Committee
Cinema Lodge, B'nai B'rith
214 West 44th Street, N. Y. 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, May 22, 1952 at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for $15.00 to cover green fees, lunch and dinner. [Please make check payable to Lodge.]

Name .....

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Last Three Scores: ☐ ☐ ☐ **Club Handicap:** ☐

Club: .....

If you are part of a foursome, please list the other names.

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TWA

Owen Is Conducting Meetings in Atlanta

ATLANTA, May 19. — Follow-up meetings to Paramount's recently concluded studio sales and merchandising conferences got under way here today, with branch managers of the Atlanta, Charlotte, New Orleans and Jacksonville exchanges gathered to hear a report by Hugh Owen, Eastern and Southern division manager.

Owen outlined to his field force the decisions made and the future plans formulated by distribution and production executives at the Hollywood meeting. He will conduct sessions here for the balance of the week and will then go to Boston.

Present, in addition to Owen, are: E. A. Fitter, his assistant, and branch managers W. Gordon Bradley, Atlanta; A. H. Duren, Charlotte; William Holliday, New Orleans; and E. G. Chumley, Jacksonville.

Rank Group

(*Continued from page* 1)

reduced its bank indebtedness at June last year from £16,300,000 to £9,200,000. He added that this year's accounts "will show further substantial improvement in our position. We are in a position today where we have financial stability."

Rank companies, he said are making some 22 films a year, more than any of their British competitors. Davis claimed the theatre interests at home and abroad have been consolidated, providing secure outlets for British films.

He said the organization has gone a long way to achieve what Rank originally contemplated: To see a sound, well-balanced British production industry which will be able to supply to this and other countries films which have integrity and something of the "feel" of the people of this country, but which at the same time are box-office and entertainment.

'Latuko' Ban

(*Continued from page* 1)

was neither "obscene" nor "indecent." The documentary is sponsored by the American Museum of Natural History.

The Newark Police Department was handed a restraining order denying it the right to ban the film on grounds of "immorality." The Police Department objected to scenes depicting naked savages.

Meanwhile, a hearing will be held tomorrow in Newark Magistrate's Court on the arrests of the theatre manager and the two Embassy projectionists, who were charged with showing an "indecent" film.

Canadian Pioneers Meet

TORONTO, May 19.—Annual meeting of the Canadian Picture Pioneers is scheduled for Wednesday, May 28, in Toronto. The president is O. R. Hanson, a founder of the organization.

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and packed with SELL-MANSHIP is what you always get from reliable
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French Offers for Pact

(*Continued from page* 1)

Franco-American pact expires on June 31.

The Americans opened the negotiations in Paris a week ago by asking for a substantial increase of the 121 pictures per year now being admitted by the French, maintenance of an unrestricted remittance flow, and a slash in the stiff dubbing tax now prevailing. In addition to Johnston, the U. S. negotiators included American Ambassador Dunn and John G. McCarthy, MPAA vice-president in charge of the international division.

The alternate counter-proposals, which the French government negotiators conceived, are subject to the approval of top-level French officials. It is understood that where one or more proposals make concessions in terms of remittances, others stress imports and the dubbing tax. The previous remittance provided for was $3,625,000 annually.

Johnston, who was in France about two weeks starting with the Cannes Film Festival, reported also that the screens of the world now are showing the "largest number of great pictures ever produced. Moviegoers expect and demand only the finest in motion picture entertainment. That's what they're getting. That's why motion pictures were never more popular."

Continuing on the subject of film quality, Johnston declared that "Hollywood pictures still rank first in quality and popular appeal but many fine films are also being made in other countries —in the reborn industries of West Germany and Japan, and in France, Great Britain, Sweden, Italy, and other countries.

"This competition is stimulating and healthy," he said. "That ought to be good news for all moviegoers. It means that Hollywood producers — and producers everywhere—will have to be constantly on their toes to provide the fine entertainment that audiences demand."

Johnston told reporters following his arrival at Idlewild International Airport here that "Europe has serious apprehensions over the efforts in the United States to raise tariffs."

He emphasized that the U. S. has no restrictions on the importation of films.

"Instead of raising tariffs, which cause trade to wither, we should—all of us, at home and abroad—be leveling down the restrictions so that world trade can start to flourish once more on its own. Certainly this should be one of the first concerns of American taxpayers, unless they prefer to continue high taxes by handing out more and more billions in foreign aid to keep the free world on its feet—and free."

Compo Tours

(*Continued from page* 1)

New York over the weekend after speaking tours for COMPO in Ohio and Virginia, respectively.

"One of COMPO's major projects," said Coyne, "has been the establishment of a speakers' bureau, but COMPO has had to defer action until it could get sufficient funds. It is our hope that as soon as the committee of three COMPO governors is completed we shall be able to embark on the financing campaign devised by the finance committee, and thus get enough money to insure a proper launching of a long-term speakers' bureau program. Certainly the experience Bergman and I had on our trips confirms the wisdom of such a project."

Noting that in many places in Ohio he was preceded or followed by speakers for other industries, Bergman said that the motion picture industry seemed to be alone in its failure to use speakers consistently in the furtherance of its aims. Coyne said he had a similar experience in Virginia and that his and Bergman's tours, launched by COMPO as a pilot operation, pointed up the need of a continuing speakers' bureau that could provide personalities for appearances before civic and other groups on a local level.

"There can be no question of the public's interest in the industry's message," Bergman said.

Both Coyne and Bergman agreed that money was needed to carry on such work and that speakers should include outstanding industry figures both from New York and Hollywood.

Weinberg Hits Duals

HARTFORD, May 19.—Urging a re-education of the public to the return to programs of one feature film and shorts, Max Weinberg, Eastern shorts representative for M-G-M, told the Motion Picture Council of Springfield, Mass., that "double features are the greatest evil of the motion picture industry."

Jack Warner Assays Studio Fire Damage

HOLLYWOOD, May 19. — "Although the largest of our 22 stages and two standing outdoor sets were destroyed in Friday's fire at our studio, we are grateful that no one was seriously injured and there was hardly any interruption in the production schedule," Jack L. Warner, executive producer, said today.

"Due to the magnificent spirit and cooperation of our studio personnel, one of the scenes of 'The Iron Mistress,' which was scheduled to be shot on stage 21, was quickly replaced with an outdoor location so that this company was at work in mid-afternoon with two other units, 'April in Paris' and 'The Desert Song.' They were on stage unmenaced by the fire."

While the inventory for fire damage is not complete, Warner stated that all structures and equipment destroyed or damaged by the blaze are fully covered by insurance and will be replaced. An original estimate of the loss reached $1,500,000.

Exhibitor Meets

(*Continued from page* 1)

Owners will be held on May 28 and 29 at the Brown Hotel in Louisville.

Wisconsin Allied will hold a regional meeting at Rice Lake on June 3-4. The board of directors will hold its regular meeting at the same time.

June 22-24 has been set for the annual convention of the Mississippi Theatre Owners at Biloxi, at the Buena Vista Hotel.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Pioneer TV Film Producer FRANK WISBAR says:

"Our TV film specifications are the most exacting in the field. Pathé Labs always give us what we want."



Frank Wisbar's famous pioneering TV venture is Procter & Gamble's "FIRESIDE THEATRE" which is processed by Pathé. Can we be of service to *your* TV department?

PATHÉ—PROCESSING SOMETHING TO CROW ABOUT

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE

"I'll come up if it's a COMPANION-approved movie!"





currently advertised
in the COMPANION

Clash By Night	RKO
Carbine Williams	MGM
Skirts Ahoy	MGM
Scaramouche	MGM
Lovely To Look At	MGM

The *right* movie is a deep subject with the COMPANION's millions and millions of readers. And the movie-makers know it—that's why they have invested more money in the COMPANION during the past six years than in any other monthly magazine*.

**Except of course the fan magazines!*

Woman's Home COMPANION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 99 NEW YORK, U. S. A., WEDNESDAY, MAY 21, 1952 TEN CENTS

Holds Short Runs Harmful To Industry

Goldenson Cites Loss Of 'Word-of-Mouth' Ads

The "rapid release system" now prevalent was termed "harmful" to the industry in an address yesterday by Leonard H. Goldenson, president of United Paramount Theatres, to the annual meeting of stockholders held at UPT's home office.

Goldenson said this system of rapid picture runs and clearances, brought on by anti-trust litigation, minimize to a great extent the valuable contribution of "word-of-mouth" advertising. The whole release period in major communities is currently being compressed to six weeks or two months of playing time, Goldenson stated. "This has adversely affected practically all theatres in the industry, as well as the business of producers," the UPT president declared.

He forecast that substitute practices

(*Continued on page 4*)

Bids Ohio Unit Urge Compo Tax Action

CLEVELAND, May 20.—Calling the Council of Motion Picture Organizations the finest concept ever developed in the industry, Abram F. Myers, Allied States general counsel, in his talk entitled "What's Wrong With The Industry" before the general Independent Theatre Owners of Ohio meeting here today, asked why it is today's industry stepchild with nobody willing to accept presidency and called for a resolution bidding COMPO to start all-out action campaign immedi-

(*Continued on page 4*)

Pinanski Appointed A Compo Governor

Samuel Pinanski, president of American Theatres Corp. of Boston, and former president of the Theatre Owners of America, yesterday accepted appointment as TOA's representative on the three-man interim committee which will run the Council of Motion Picture Organizations until an election of new officers can be held, it

(*Continued on page 6*)

Industry Pledges to UJA At $390,000 in Mid-Drive

Upwards of $390,000 was pledged by industry leaders at a special gifts luncheon of the amusement division of United Jewish Appeal at 21 Club here yesterday.

The contributions represent only part of the goal, Robert Benjamin, amusement division chairman, reminded the gathering. "The industry," Benjamin added, "is 22 per cent ahead of last year's drive at the halfway mark. I am confident that by the time the drive ends we will have established a new high."

Highlights of the luncheon were a vivid and moving description of Israel's problems and current conditions by Lou Novins of Paramount Pictures, who returned recently from a visit to the new nation, and a sincere expression of gratitude for American help to Israel and an appeal for its continuance by Michal Harrel (Miss Israel of 1952).

Barney Balaban, co-chairman of the industry division, was presented with a desk set by UJA co-workers in appreciation of his aid in the conduct of this and earlier drives. Sam Rosen, who made the presentation to Balaban, in turn was presented with a silver bowl for his work as chairman of the two previous industry campaigns,

(*Continued on page 4*)

Give to U.J.A. in Memory of Red Kann

Spontaneous contributions "in memory of Red Kann" were made to the United Jewish Appeal by a number of industry executives at yesterday's special gifts luncheon at the 21 Club here. UJA had been a special interest of Kann, vice-president of Quigley Publications, who died in Hollywood last week.

Among those making such contributions, all in addition to their regular gifts, were: Robert Benjamin, UJA chairman for the amusement industry; Barney Balaban, co-chairman; Sam Rosen and Si Fabian, Arthur Krim and Max Youngstein.

Over 350 from Industry At Kann Funeral Services

More than 350 industry members attended funeral services at Riverside Chapel here yesterday for Maurice D. (Red) Kann, vice-president of Quigley Publications.

The impressive gathering included persons from every strata of the industry—company presidents, heads of distribution, top theatre executives, production representatives, key department heads, attorneys, trade press colleagues, publicity and advertising men—both a symbol of and a testimonial to the respect in which Kann was held throughout the industry and the wide circle of his friendships.

Dr. Nathan Perilman of Temple Emanu-El delivered the eulogy, enumerating many of the outstanding personal traits for which Kann was so well liked and widely known.

"Red was a perfectionist," Dr. Perilman said. "He was not satisfied merely to get the day's work done. He wanted it also to be the best of which he was capable.

"Steady and solid, he was not a meteoric person. He lived with a world of make-believe, but there was no make-believe about him. Critic and commentator, he was ever friendly, constructive and loyal. He had a universality of person that made him one

(*Continued on page 6*)

Goldwyn Is Closing Two Offices Abroad

HOLLYWOOD, May 20.—Samuel Goldwyn Productions is closing several of its branch offices in foreign territories in what is regarded as both an economy move and the start of a period of increased reliance on RKO Radio Pictures' foreign services.

Goldwyn signed a new five-year distribution deal with RKO Radio last month which, however, has the usual provisions for cancellation at the end of each year of the term.

Goldwyn's New York office, with James A. Mulvey, president, in charge, is not affected but under the new plan it is to occupy smaller quarters. Principal office affected by the closing is in London, where Emmett Dalton has been in charge for the past several

(*Continued on page 6*)

Skouras Sees Merger of TV and Films

Forecasts No Alteration On Theatrical Emphasis

The merging of the film and television industries to "their mutual benefit" was forecast here yesterday by Spyros P. Skouras, 20th Century-Fox president, at the annual meeting of stockholders held at the company's home office.

The predicted merger would in no way alter 20th-Fox's emphasis on the production of theatrical films as the main source of the company's revenues, Skouras declared.

Plans are currently underway, Skouras disclosed, for 20th-Fox to produce special films for home TV. Another source of revenue from the TV medium will be the Eidophor color theatre TV system, the 20th-Fox president said, adding the prediction that it will be a boon to theatres.

Eidophor was unveiled to the stockholders during the meeting. Skouras

(*Continued on page 6*)

Name Hargrave E-K Board Chairman

ROCHESTER, N. Y., May 20.—Thomas J. Hargrave, Eastman Kodak president since 1941, has succeeded Perley S. Wilcox as chairman of the board, the company disclosed today following elections at the annual meeting of the board of directors. Wilcox had expressed his desire to retire.

Albert K. Chapman, vice-president since 1941 and general manager since 1943, becomes president.

Sees Participation Deals for 20th-Fox

Twentieth Century - Fox may shortly inaugurate a policy of profit participation deals with top stars and directors on future films, Spyros P. Skouras, 20th-Fox president, disclosed here yesterday.

Skouras advised stockholders it may deem it wise to do so in the future in order to reduce the company's risk in film production.

Personal Mention

EDWARD SMALL, producer; HERBERT WILCOX, British producer, and his wife, actress ANNA NEAGLE, and GREGORY PECK, with his wife and children, will be aboard the *S. S. Queen Elizabeth* leaving here for Europe today.

•

JOHN CARSON FOSTER, serving in Korea for the National Film Board of Canada, was accidentally shot by a sentry and is recovering from his wounds in a U. S. hospital there.

•

GEORGE FAIRLEY, identified with Famous Players Canadian Corp. for 19 years, has resigned as manager of the Palace Theatre, Guelph, Ontario, to open his own business.

•

EDMUND GRAINGER, RKO Radio producer, will address a convention of Robb and Rowley circuit managers in Dallas on June 12.

•

JOHN R. MARKEY, vice-president in charge of film syndication for Ted Baldwin, Inc., is in Hollywood from New York.

•

JAMES F. MCCARTHY, manager of the Warner Strand at Hartford, has returned from a Miami Beach vacation.

•

JIM ULMER, head booker of the Paramount Atlanta exchange, and his wife announce the birth of a girl.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Atlanta.

•

HAROLD H. MALONEY, manager of Loew's Poli, Worcester, Mass., is hospitalized.

•

JOHN FARROW, M-G-M director, left here for the Coast yesterday.

Reagan Speaker at Hartford Film Meet

HARTFORD, May 20.—Screen Actors Guild president Ronald Reagan has been added to the speakers' program for the second Hartford *Times* motion picture industry symposium, scheduled for June 4 at Times Tower, with guests representing Connecticut and Massachusettes newspapers and New York and Hollywood film executives slated to attend the day-long session. The main objective is a discussion of common ailments of the film industry, as related to the newspaper field.

Keynote speaker, as previously announced, will be Eric A. Johnston, president of the Motion Picture Association of America.

George Denton, Pioneer

KNOXVILLE, May 20.—George L. Denton, aged 71, who opened the Booth Theatre back here in 1929 and later operated the Gay, Joy, Bijou, State, and Broadway theatres, retiring four years ago, died recently at a local hospital. He also operated two theatres in Lenoir City and managed a theatre in Florida.

Impossible to 'Red' Slant Films, Says Rep. Walter

WASHINGTON, May 20.—Rep. Walter of Pennsylvania, ranking Democrat on the House Un-American Activities Committee, today indicated that he feels Hollywood producers check films so thoroughly for propaganda that writers cannot possibly slant pictures. Playwright and one-time screen writer Clifford Odets promptly agreed.

Walter made his statement while Odets was testifying before the Un-American Activities Committee. Odets was asked about an old *Daily Worker* story which quoted him as saying he had gotten some party-line propaganda in the film "The General Died at Dawn" but had not been able to get much propaganda in other pictures he wrote and directed.

Declaring that this interview was "nonsense," Odets said he went to Hollywood "only to make an honest living by writing entertaining scripts. I never had any intention of making a propaganda picture." Anyhow, he added, it was impossible to get propaganda into pictures even if the writer wanted to because all scripts "are gone over with a fine tooth comb."

Walter then asked if it wasn't true that "the screening is so thorough that it is impossible to slant a picture." Odets agreed that "there is nothing less possible to do." "Hasn't it always been that way," Walter asked. "They have always been very very careful about that," Odets answered. "Nothing ever gets by. It is something that just can't happen."

Following Odets' testimony, two screen writers appeared voluntarily before the committee to admit past party membership. They were Isabel Lennart—Mrs. John Harding—a writer of musicals and comedies for MGM, and Stanley Roberts, who said he had written for many companies and was now employed by Columbia. Miss Lennart said she had been a Communist Party member from 1938 to 1939 and again from 1941 to 1946. Roberts said he had been in the party from 1945 to 1948. Both said they were no longer party members and, in fact, actively opposed the party and felt it should be outlawed. The committee continues open hearings on Hollywood tomorrow.

Report First Quarter E-K Earnings Down

ROCHESTER, N. Y., May 20.—Eastman Kodak Co. announced first quarter (12 weeks ended March 23, 1952) earnings of $8,697,477, down from $10-597,099 in the first quarter of 1951.

The earnings are equal to 52 cents a share on 16,527,083 common shares outstanding. This compares with 69 cents a share in the first quarter of 1951 on 15,033,852 shares then outstanding. About five cents of the drop is due to the increased number of shares resulting from the stock dividend distributed earlier this year.

Consolidated sales (reported earlier on a preliminary basis) were $120,-345,690 for the quarter. This compared with sales of $120,520,866 for the corresponding period in 1951.

'U' Fieldmen Coming Here for 'Arms' Meet

Universal Pictures will bring its field exploitation representatives to New York on Friday and Saturday for a series of meetings with home office advertising, publicity and exploitation staff members to outline promotional plans on "The World in His Arms" and other top pictures to be released during the summer, Charles Simonelli, Eastern advertising-publicity manager, reports. Simonelli, who will preside, said that this will be the first such series of conferences since the company held national promotional confabs on "Harvey."

Also figuring in the promotional planning will be "Francis Goes to West Point," "Ivory Hunter" and "Has Anybody Seen My Gal," the latter two having color by Technicolor.

Home office advertising, publicity and promotional executives who will attend include Philip Gerard, Jeff Livingston and Henry A. Linet. Among those attending from the field will be Ben Katz, Chicago; Julian Bowes, Dallas; Duke Hickey, Cleveland; Ben Hill, Atlanta; David Polland, Washington; John McGrail, Boston, and special field exploitation representatives William Gandall and Maurice (Bucky) Harris. They will be joined by some 20 home office advertising, publicity and exploitation staffers.

IFCA Observes Its 30th Anniversary

A luncheon was held at the Hotel Pierre here yesterday to observe the 30th anniversary of the motion picture department of the International Federation of Catholic Alumnae, and also as a tribute to Monsignor Patrick J. Masterson, executive secretary of the National Legion of Decency, who was recently named Monsignor.

Those from the film industry on the dais included J. Robert Rubin, M-G-M; Robert Mochrie, RKO Radio; Nate Spingold, Columbia; Albert Howson, Warner Brothers, and actress Greer Garson. The Very Reverend Monsignor John J. McClafferty, former head of the Legion; Rev. Thomas F. Little, S.T.L., assistant executive secretary of the Legion, and Mrs. James F. Looram, chairman of the IFCA motion picture department, also attended.

$430,000 Earned In Egyptian Mart

WASHINGTON, May 20.—U. S. distributors in Egypt had profits of about $430,000 in 1951, the Commerce Department estimates. It said they were allowed about $150,000 in dollar exchange for remittances, and to convert another 35 per cent into pounds sterling.

HELP THE CEREBRAL PALSY CAMPAIGN

Newsreel Parade

PRESIDENT TRUMAN predicting a Democratic victory and action in Korea are current newsreel highlights. Other items include the repair of the U.S.S. Wasp *and sports. Complete contents follow:*

MOVIETONE NEWS, No. 42 — Truman predicts Democratic victory. Repaired *Wasp* floats again. Brink robbery suspect. Freight cars in wreck. Union-industry show in Boston. Home on skates. Golf. The Preakness.

NEWS OF THE DAY, No. 276—President. Truman takes political spotlight. Armed Forces Day. Alaskan fliers hop over pole. Union-industry show in Boston. Monkey circus. Overseas thrills. The Preakness.

PARAMOUNT NEWS, No. 79 — Air Force plots Arctic wastes. President Truman sees Democratic victory. Circus time in Germany. Longden rides a winner. The Preakness.

TELENEWS DIGEST, No. 21-A—Red prisoners defy UN. President Truman's address. Jet ace in action in Korea. Biddle Duke becomes Ambassador. Armed Forces Day in Germany. *Wasp* repaired. Dog fashions.

UNIVERSAL NEWS, No. 562—Armed Forces parade in Washington. North Pole flights. President Truman's address. Warner Brothers studio fire. Relay races. The Preakness. Monkey-shines.

WARNER PATHE NEWS, No. 81 — Armed Forces on parade. North Pole flight. Oil goes up in blaze. Warner Brothers studio fire. Chimp capers. Sports flashes: Track champs. The Preakness.

Start Writing Today On Arbitration Plan

Actual drafting of the Industry Arbitration Conference's legal record of arbitration principles agreed upon will be started here today by the Conference's Committee on Rules, the group having failed to meet yesterday as scheduled.

The committee decided not to meet yesterday because its chairman, Herman M. Levy, was called to New Haven on business and therefore was unable to preside at the session. Levy was due to return here this morning.

A sub-committee, which will be responsible for "putting on paper" the principles arrived at during the first Industry Arbitration Conference here last month, will be set up at today's meeting, it was indicated yesterday by a committee spokesman. The group's timetable calls for submission of its draft to all delegates on June 10 so they will have several days in which to appraise it before the second Arbitration Conference on June 16.

Martin and Lewis Sign Wallis Pact

HOLLYWOOD, May 20.—Dean Martin and Jerry Lewis have signed a new contract with Hal B. Wallis Productions, effective next January 1, calling for the team to make one picture annually for Wallis during the next seven years. The contract also allows them to make an undisclosed number of outside pictures. The comedians today began rehearsals and pre-recording for Wallis' "Scared Stiff," which will begin shooting next week.

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"SEEING IS BELIEVING!"

THE TRADE SHOW JUNE 2nd (New York and Los Angeles May 26th) will convince you!

Now you can see the picture that was unanimously acclaimed by the exhibitors at our California gathering as one of the greatest musicals in M-G-M history!



M-G-M presents

"LOVELY TO LOOK AT"

Storring

KATHRYN GRAYSON · RED SKELTON · HOWARD KEEL

MARGE and GOWER CHAMPION · ANN MILLER

with

ZSA ZSA GABOR · KURT KASZNAR

Color by **TECHNICOLOR**

Screen Play by **GEORGE WELLS and HARRY RUBY**

Additional Dialogue by **ANDREW SOLT**

Bosed on the Musical Comedy "Roberta" From the Novel by Alice Duer Miller

Book and Lyrics by **OTTO A. HARBACH** · Music by **JEROME KERN**

Directed by **MERVYN LEROY** · Produced by **JACK CUMMINGS**

'Public' Witnesses Before FCC Today

WASHINGTON, May 20.—Ten "public" witnesses called by the Federal Communications Commission attorneys will start their testimony tomorrow morning in the Paramount hearing.

All are theatre exhibitors, coming from many parts of the country. Their testimony is expected to cover Pacific theatre situations which brought them into contact with Paramount theatres.

At today's session, Skiatron president Arthur Levey completed over eight days of direct testimony on the six-year relationship between Scophony Corp. of America, Paramount Television Productions and General Precision Equipment Laboratories.

Volumes of Documents

Building their case on volumes of documents taken from Levey's files of the period, Commission attorneys have shown that all attempts to develop and manufacture SCA's electronic patents during those years proved futile. Levey's testimony today brought out that since Skiatron was established two years ago, the company has been able to do considerable development work, in both commercial and defense fields. He told hearing examiner Resnick that Skiatron is readying a New York City test of its subscriber vision system similar to that tried in Chicago by Phonevision, and using 300 test sets.

Charged Suppression

FCC attorneys have previously charged that the development of SCA's patents was suppressed by Paul Raibourn, TPI president and Paramount Pictures director, during the period when Raibourn represented TPI on the SCA board. Raibourn, who has testified in the hearing on two separate occasions, will return to the stand for further direct testimony on the SCA situation. And, since Levey's questioning so far has been done only by FCC lawyers, he will be recalled for cross-questioning by Paramount and other attorneys.

The hearing has already run on for more than four months, and most observers expect that the length of Levey's and Raibourn's future testimony, plus the appearance of the public witnesses, Dr. Allen B. DuMont and a few other witnesses who are scheduled, will keep it going until July.

Goldenson Says

(*Continued from page* 1)

will develop which will be beneficial to the entire industry.

Reporting on the second quarter, Goldenson said there was a seasonal decline of 3½ per cent in attendance compared to the same quarter last year. However, he expressed hope that a drive now being conducted in UPT theatres would swing the attendance upwards.

Hits Policies

The UPT president hit "road show" rental and pricing policies of major companies. Goldenson said that although UPT did excellent business with "Quo Vadis" and "The Greatest Show on Earth," its net return despite hiked admission prices was not as good as for a quality "A" picture. He also attacked competitive bidding as unfair to the exhibitor.

He emphasized that UPT was engaged in a "five-and-dime" enterprise aimed at catering to the large masses. Goldenson expressed confidence in the future of exhibition, despite the recent lag at the box-office.

In this respect, he mentioned the policy of "diversification" of investment which UPT was engaged in, listing the proposed merger with the American Broadcasting Co., interests in electronic firms, and theatre television.

Sees Bright Future

Goldenson saw a bright future for theatre TV, repeating UPT's opinion that a major field for the media can be developed for closed circuit non-entertainment events.

Stockholders overwhelmingly approved the reelection of UPT directors, who will meet next week to reelect officers. Directors reelected included: John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Walter W. Gross, Robert L. Huffines, Jr., William T. Kilborn, Walter P. Marshall, Robert H. O'Brien, Herbert J. Schwartz, and Robert B. Wilby.

PRESIDE AT UJA LUNCHEON



Barney Balaban



Robert Benjamin



Sam Rosen

Industry UJA Drive

(*Continued from page* 1)

those of 1950 and 1951.

In making the presentation to Balaban, Rosen described him as "a modest gentleman, a lover of mankind, a stalwart American, a great industrialist and devoted servant to the people of his faith." In responding, Balaban, a native Chicagoan, recounted how, in coming here to head Paramount 16 years ago, he had been warned not to remain more than three days, at his peril. He went on to tell of the friendliness he had encountered and the cherished associations he had made in many walks of life since.

Benjamin made the presentation to Rosen which, like Balaban's, was in the nature of a surprise. Acknowledging the gift, Rosen mentioned that he had but recently observed his 25th anniversary in the industry, and the outstanding impression the years had left with him was the wealth of friendship he had found in his association with it.

Benjamin introduced Miss Harrel, who is on leave from duties as a kindergarten teacher in Israel to make a series of fund-raising speeches for UJA. Referring to the lady's charms, Benjamin observed: "Many of the film company heads here no doubt are pondering how they might arrange to hold their next sales convention in Israel."

At the conclusion of the speeches, campaign pledges were called for by Balaban with virtually all responses representing increases in contributions over those made last year. Cabled pledges were received from William German and George Dembow, both of whom are on European trips.

Among those present, in addition to those already named, were: Ned Depinet, Si Fabian, Jack Cohn, Austin Keough, Martin Quigley, James Mulvey, Robert J. Rubin, A. W. Schwalberg, Arthur Israel, Walter Reade, Jr., Herman Robbins, Adolph Schimel, Max Youngstein, Jules Levey, Sam Rinzler, Richard Walsh, Sherwin Kane, Arthur Krim, Seward Benjamin, Jack Levin, Fred Mohrhardt, Monroe Greenthal, Isador Lubin, William Brandt, Arthur Sachson, Al Crown, Phil Hodes, Saul Strausberg, William Brenner, Max Seligman, Lou Pellegrine, Floyd Stone, Frank Leyendecker, and others.

200 Attend UJA-Sponsored Luncheon for Ed Sullivan

Over 200 stars and personalities of the radio, television, stage and band world yesterday attended a luncheon in honor of Ed Sullivan, television performer and columnist, which was given by the Radio-TV-Stage-Bandleader division of the United Jewish Appeal at the Hotel Astor here.

Guest speaker was Edward M. M. Warburg, general chairman of the nationwide UJA campaign.

Show Folks to See New Hecht Film

Show business folks, to whom Ben Hecht's "Actors and Sin" is dedicated, will turn out in force for a special after-theatre midnight preview of the author's new film at the Park Avenue Theatre here on May 29, it was announced by Francis M. Winikus, United Artists' national director of advertising, publicity and exploitation.

Studio Payrolls Rise

HOLLYWOOD, May 20.—Continuing the rise which started at $103.04 last November, average weekly earnings of studio craft workers reached $113.40 in March, according to the California Department of Industrial Relations. The rise, which appears to be reaching its summit, is due to readjustments made in basic contracts last fall and winter.

HELP THE CEREBRAL PALSY CAMPAIGN.

Tax Action

(*Continued from page* 1)

ately to lick the Federal admission tax.

Myers also scored the industry for its apathy in its failure to refute American Legion charges of subversive personnel and urged top industry leaders of New York and Hollywood duplicate Maurice Bergman's grass roots territorial coverage.

Martin G. Smith, president, opened the convention with a silent tribute to the late Pete Wood and Maurice White. Smith has disclosed that he will not be a candidate for reelection to the presidency. He has held the post since 1933. Prior to the organization of the ITOO in 1933, he was president of its predecessor, the Motion Picture Theatre Owners of Ohio. Election of officers and members of the board will be held tomorrow the last day of the convention.

Current officers serving with Smith are: vice-presidents F. W. Russ, Jr., Cincinnati, and Henry Greenberger, Cleveland; treasurer, Leo Kessel, Lancaster; directors: M. S. Fine, Cleveland; Horace Adams, Cleveland; Willis Vance, Cincinnati; Roy E. Wells, Dayton; P. M. Wellman, Girard; Joe Shagrin, Youngstown; L. F. Eick, Martins Ferry; Jerome G. Steel, Oberlin; Leo T. Jones, Upper Sandusky; Judge Roy L. Russell, Millersburg; Edward Biggio, Steubenville and C. F. Phister, Troy.

Smith named Judge Hoy Russell of Millersburg chairman of the resolutions committee and Louis Eick, Martins Ferry, chairman of the nominating committee.

At morning clinics, indoor theatres learned the result of the questionnaire sent to ITO members, which showed distributors do not have set national policies in spite of salesmen's claims and castigated Universal for an alleged policy of mis-allocation of films.

Drive-ins held a constructive clinic in which public relations was stressed and all urged to offer theatres for all types of community services including regular church services and community civic meetings, purpose being to establish drive-in theatre as community center as well as family entertainment center.

Registration is heavy with all sections of state represented.

Bergman Sees COMPO an Answer to Propaganda

CLEVELAND, May 20.—The answer to counteracting false and inaccurate propaganda about the industry can only be found through a forceful and prosperous COMPO and the exhibitor at the grass roots level, Maurice A. Bergman, Universal Pictures director of public relations, told the Independent Theatre Owners of Ohio at their convention here today in reporting on the 14-day speaking tour through Ohio which concluded last Friday.

"To win the battle of propaganda we must first organize efficient machinery to consistently get the rule story of the industry before the public," he said.

"The industry still has tremendous news value as evidenced by the groups I addressed throughout Ohio. There is more enthusiasm and curiosity about our business, particularly for the real facts pertaining to our financial business structure and the services we render to the community at the local level and to the government on the national level."



Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

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New York 17, N. Y.

Midwest Division
137 North Wobash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Kann Services

(*Continued from page* 1)

with all. In whatever presence he found himself, he was the center of love, interest and friendship. He had a deep sense of obligation to family, friends and his work."

Burial was in New Mt. Carmel Cemetery, Brooklyn. Kann, who was 53 years old, died suddenly last Thursday of a heart attack while on a business visit to Hollywood. He had spent virtually his entire business career in motion picture trade journalism, having been reporter, editor and executive in that field.

Partial List

A partial list of persons from various branches of the industry who joined in the final tribute yesterday follows: A. J. Balaban, Barney Balaban, Spyros P. Skouras, Al Lichtman, Oscar Doob, S. Barret McCormick, S. F. Seadler, Si Fabian, Samuel Rinzler, Howard Dietz, Sam Dembow, Steve Broidy, Robert Weitman, Jerry Pickman, Monroe Greenthal, Leslie Thompson, Jack Cohn, Joe Vogel, William Pizor, Alfred Tamarin, Mort Nathanson, Manning Clagett.

Also, Ned E. Depinet, Lynn Farnol, Alfred W. Schwalberg, Edward Morey, George Schaefer, Tom Connors, Joseph Unger, Herman Robbins, Sam Rosen, Charles Einfeld, Robert Mochrie, Jules Levey, William F. Rodgers, John J. O'Connor, Edward Grainger, Steve Edwards, Leo Brecher, Colvin Brown, Leon Bamberger.

Also, Terry Ramsaye, Frank Walker, Monroe Goodman, Ed Sargoy, Joseph Stein, Jack Levin, James Mulvey, Paul Lazarus, Jr., Robert W. Coyne, Charles McCarthy, Paul Mooney, Sr., Sol Schwartz, Irving Lesser, Austin Keough, Adolph Schimel, Gordon White, Martin Quigley, Abe Montague, Archie Mayer, Abe Waxman, Sid Blumenstock.

Also, Ed Fay, Jeff Livingston, Abe Goodman, Andy Smith, Jr., Mel Gold, Norman Robbins, Charles R. Jones, Jonas Rosenfield, Robert Harrison, Gus Eyssel, Fred Lynch, Max E. Youngstein, Francis Winikus, Charles Schlaifer, Gilbert Golden, Sidney Schaefer, Hortense Schor.

Scores of executives and employes from Quigley Publications and other film trade paper publishing firms also attended the services.

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De luxe service aloft, including delicious Mainliner meals at no extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 am (DST). You fly big DC-6 Mainliners all the way.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES OF THE U. S.
*from New York

Sees Merger of TV, Films

(*Continued from page* 1)

called the demnostration a "laboratory" test and asked the press to refrain from comment until a formal demonstration is held in a week or two.

However, the brief demonstration, consisting of a number of acts televised from the home office studios, won the praise of Si H. Fabian, president of the Fabian circuit, who was present at the meeting. It also drew applause from the stockholders.

Other highlights of the meeting, which saw the re-election of all directors, were:

Consolidated earnings for the first quarter ended March 29, 1952 were reported to be $34,001, compared to $874,776 earned in the same quarter last year.

Disclosure of an emphasis on economy until what Skouras described as "the transition" period is over.

The outlook of foreign operations were reported to be bright.

Regarding future profit prospects, Skouras predicted that within three to five years, earnings will return to high levels, although not as high as the war years.

Although consolidated earnings were off for the first quarter of this year as compared to last, Skouras saw an upswing in the second quarter. "We confidently expect that consolidated earnings during the second quarter will exceed $1,100,000, compared with consolidated earnings during the second quarter of 1951 of only $196,000," Skouras said.

On foreign operations, Skouras said that so far in 1952—up to the end of last week—film rentals were ahead by $478,000, or four per cent, and dollar transfers by 25 per cent.

Again Skouras informed stockholders that the target date for divorcement of National Theatres from the 20th-Fox parent company is June 28. On completion of divorcement, Skouras continued, the film company will have a funded debt of $7,500,000 bearing 3¼ per cent interest and maturing over the next five years, and 2,769,000 shares of common stock.

The capital structure of the new National Theatres, it was added, will consist solely of common stock, also in the amount of 2,769,000 shares, and the funded debt of subsidiaries will total approximately $27,000,000.

As to the division of assets between the two companies, Skouras disclosed that a payment of a special cash dividend by National Theatres to the parent company in the amount of $12,500,000 was made. In addition, ownership of the Hoyts Circuit in Australia, operating about 190 theatres, was transferred from National Theatres to the film company, while ownership of the Roxy Theatre was transferred to NT.

A 50-cent dividend for the second quarter of 1952 was declared at a board meeting held following the stockholders' session. Following divorcement, Skouras expressed hope that the film company would pay quarterly dividends of 25 cents per share.

On the question of economy, Skouras called for "a substantial reduction" in the 20th-Fox budget. "Management and employes must be prepared for sacrifices greater than any we have heretofore made," he emphasized.

The 20th-Fox president expressed regret that his voluntary salary reduction plan was not embraced by the various guilds, but said that many company executives have joined and it is a step in the right direction.

Hope was expressed that within a year and a half, Eidophor sets will be available for sale to theatre owners. The total cost to 20th-Fox in the development of Eidophor to date was given as $330,000.

Fabian, in his praise of Eidophor, called the demonstration an "historic" one, which will "revolutionize" the industry.

Twentieth-Fox's share of damages in the $1,250,000 Brookside decision was reported at the meeting to be $400,000.

The stipulated salary of Charles Skouras, president of National Theatres, is $123,455 yearly, plus a profit sharing provision, it was disclosed.

Stockholders were told that 20th-Fox has no present plans to produce films in foreign countries.

No Old 20th Films To TV: Skouras

A pledge that 20th Century-Fox will not sell its theatrical films to home television was made here yesterday by Spyros P. Skouras, company president.

He said such a step would be disastrous not only to theatres but to the film company.

Skouras, All Others Reelected at 20th

Spyros F. Skouras, president, and all other officers of 20th Century-Fox yesterday were reelected by the company's board at a meeting which followed the annual stockholders' meeting here.

Others reelected were vice-presidents William C. Michel, Darryl F. Zanuck, Murray Silverstone, Joseph Moskowitz and S. Charles Einfeld; treasurer-secretary, Donald A. Henderson; comptroller and assistant treasurer, Wilfred J. Eadie; chief counsel, Otto E. Koegel; assistant comptroller, C. Elwood McCartney; assistant secretaries, William Werner, J. H. Lang, G. F. Wasson, Jr., Norman B. Steinberg; assistant treasurers, Fred L. Metzler and Francis T. Kelly.

The stockholders reelected the following to the board: Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, William C. Michel, Seton Porter, Spyros P. Skouras, L. Sherman Adams, Robert L. Clarkson, Robert Lehman and Murray Silverstone.

BoudourisReelected Head of Drive-ins

CLEVELAND, May 20.—Headed by Al Boudouris, Toledo, president, all incumbent officers of the Ohio Drive-in Association were reelected at a meeting held here at the Hollenden Hotel. Others renamed were: Horace Shock, Lima, vice-president; Mrs. Ethel Miles, Columbus, secretary; Jack Armstrong, Toledo, treasurer. Twelve members were elected to serve with the officers on the board of directors.

The association named a standing committee consisting of Leroy Kendis and Milton A. Mooney of Cleveland, and Horace Shock, to collaborate with a committee from the Independent Theatre Owners of Ohio for the purpose of presenting a united industry front on legislative matters identified as mutual problems affecting both indoor and outdoor theatres. Specific problems for immediate attention are efforts to eliminate the state's three per cent admission tax and to abolish Daylight Saving Time by establishing Eastern Daylight Time uniformly throughout the state. The importance of maintaining its own identity as a separate organization as opposed to merging with the Ohio ITO was unanimously agreed upon.

The first step toward cooperation of these previously opposing competitive factions was the acceptance of drive-in members to attend the Monday evening ITO board of directors meeting for a discussion of mutual problems.

Pinanski Appointed

(*Continued from page* 1)

was announced by Mitchell Wolfson, TOA president.

Allied States having named Trueman T. Rembusch on May 5 as its representative, it remains for the Motion Picture Association of America to make the third and final appointment. The MPAA representative is expected to be announced today following the scheduled meeting here of the Association's board.

As soon as the triumvirate is complete, COMPO will set in motion its new dues collection system which was devised by Rembusch and approved by the COMPO board at its meeting here in February. The system calls for flat-rate payments by individual theatres based on seating and car capacity.

Pinanski, Wolfson's predecessor in the TOA presidency, served in that pacity from 1949 to 1951. He is a member of the TOA executive committee.

Tells of Public's Interest in Films

HOLLYWOOD, May 20.—The public "is hungry for news" about the motion picture industry, according to actor Don Taylor, who recently completed a personal appearance tour through upper New York state on behalf of the Council of Motion Picture Organizations.

Commented Taylor: "Our reception everywhere was astounding. All we did was talk about Hollywood and answer questions about the film business. And never have I seen such interest."

Goldwyn

(*Continued from page* 1)

years. Dalton, it is reported, plans to start his own business in London. Also affected is the Goldwyn office in Munich, Germany, where Leo Horster has been in charge. No decision has been made yet concerning the Goldwyn office in Tokyo, Japan.

Urging French Pact Compensation Deals

Taking cognizance of the poor dollar situation in France, film export managers here indicated yesterday that they would be looking for a new Franco-American film agreement that would duplicate the expiring one and provide additionally for compensation deals designed to increase the chances of greater remittances of earnings.

Last week's negotiations in Paris will be discussed by Eric A. Johnston at a meeting here today of the MPAA board. Johnston will explain four alternate counter-proposals which the French have made. Any one of these counter-proposals, it was said, represents an improvement over the existing Franco-American film pact, which will expire on June 30.

Distributors Divided

The American distributors were said to be more or less divided on the question whether unrestricted admittance of U.S. films into France should be insisted upon. The companies which are against a free flow give as their reason the assertion that profits would diminish substantially on pictures beyond the present limit of 123, since France's economic setup is so precarious. The French market as a source of income is rated considerably below the Italian by most U.S. distributors.

Theoretically there is no restriction on remittances in the existing Franco-American pact. However, the French economic position has been so bad since the beginning of the year that nothing has been remitted since last December. The solution to this may lie in compensation deals, some foreign managers believe.

French Unit Urges U.S. Quota Removal

WASHINGTON, May 20.—A special French government film inquiry commission has urged the abandonment of the screen quota on U.S. film imports, but a sharply higher tax rate, according to the U. S. Commerce Department.

Film chief Nathan D. Golden said this was the substance of French press reports. The commission, a parliamentary sub-committee, was appointed in February, and its report has been filed with the Press, Radio and Cinema Commission of the French government, but not made public.

Golden said that from accounts in French newspapers, the commission's recommendations include: abandonment of the screen quota; government financial aid to exhibitors in proportion to the number of French films they show; an increase in the tax on original versions of foreign films from about seven cents a meter to more than ninety cents; and adoption of measures to prevent the re-exportation of foreign films in dubbed versions, to eliminate them from competing with French films in French-speaking countries. One French paper reported that when Parliament reconvenes, a bill embodying these and other recommendations will be introduced.

Churchill's Gift Reels

LONDON, May 20.—The Motion Picture Association of America has presented Prime Minister Winston Churchill with a composite film of the newsreels covering his recent trip to the United States. The picture was assembled and edited by Warner Brothers. Churchill is reportedly delighted with the present.

Television--Radio

Comment and Opinion

AS IF to confuse the crystal-gazers who like to predict that television's exodus to the Coast is imminent, CBS last week announced that it had completed arrangements for the purchase of the huge Sheffield Farms Co. depot and office building in New York. Two days earlier, the network had provided details of the CBS Television City in Hollywood which is due to start Coast-to-Coast operations October 1.

The Coast setup will have four huge studios to start, with a production capacity of 28 hours per week. J. L. Van Volkenburg, CBS-TV president, unveiled a two-ton model of the Television City's initial unit, an all-electronically operated affair which the network is sending on tour. CBS's new New York space covers nine acres and will serve to consolidate and integrate many of the network's pre-production and production activities.

☆ ☆ ☆

In the midst of its heated controversy with the 13 major league baseball clubs, and after cutting service by one half, the Liberty Broadcasting System last week suspended operations altogether. In a sign-off broadcast, Gordon McLendon, president, blamed the burden of national telephone line charges, the Justice Department, and the "baseball monopoly." There is a possibility McLendon may revive the network on a different basis and with new backing.

☆ ☆ ☆

Convincing proof that showmanship and education can be fused into an entertainment package of unusual appeal comes in a new TV series, "Through the Enchanted Gate," currently presented by WNBT together with the lately TV-conscious Museum of Modern Art. The brainchild of Ted Cott, WNBT's dynamic general manager, the programs are produced by Victor D'Amico, veteran educator and director of the Museum's Department of Education. The series aims to stimulate and develop children's interest in creative art. Using youngsters from three to 10 in the studio, the show has both fascination and charm and makes for a half-hour of absorbing TV viewing for child and parent alike. "Through the Enchanted Gate" tackles a difficult job and comes through with flying colors. Congratulations to the Museum and to WNBT on the success of this valuable pioneering effort.

☆ ☆ ☆

It isn't often in this highly competitive TV business that someone comes along with a brand-new idea and gets a big sponsor to take a gamble with him. Yet that is one of the definite accomplishments of Warren Wade, genial producer of WOR-TV's highly successful "Broadway TV Theatre" which presents the same play every week-night under the double sponsorship of General Tire & Rubber Co. and Cavalier Cigarettes. Wade brings 15 years of radio experience to the intricate problems of television programming. He started as an actor in 1912 and later joined John F. Royal in opening radio station WTAM. He became an NBC producer and in 1932 produced Fred Allen's first radio show. He put the World's Fair on television and pioneered in the development of video techniques for many types of events. In the Signal Corps during the war, Wade returned to NBC and eventually formed his own Warren Wade Productions which produces "Broadway TV Theatre." The 90-minute full-length versions of legitimate plays are done in impeccable taste and enjoy a deservedly high rating. Last week's "Angel Street," with Victor Jory, was a polished, well-paced job and came across with full force on the TV screen.



Warren Wade

☆ ☆ ☆

Chalk up an important victory for theatres as Theatre Network Television obtains exclusive rights to the Sugar Ray Robinson—Joey Maxim world light heavyweight championship bout on June 23. It should be another big boost for theatre TV. . . . Eleanor Powell did herself proud in her comeback with Danny Thomas on the "All-Star Revue" on NBC-TV recently. Her tap-dancing routines may well point the way back to the movie screen. . . . Ziv Television Programs expanding its sales operations. . . . With Congress taking an active interest in the FCC personnel bottleneck, processing of station applications may be speeded up. . . . Frederic March excellent as usual on the Lux Video Theatre Monday. With the difficult half-hour format, the show regularly comes through with a fine dramatic punch and that's saying plenty. . . . "American Inventory" showcasing a commercial program Sunday for potential sponsors.

FRED HIFT

Wolpin to Coast on Music Promotions

Edward A. Wolpin, general professional manager of Famous Music, will leave New York for the Paramount studios in Hollywood on Friday to discuss promotional plans for the music and songs of five of Paramount's new productions.

The five films are: "Just for You," with color by Technicolor, starring Bing Crosby, Jane Wyman and Ethel Barrymore, with 11 songs by Harry Warren and Leo Robin; "Son of Paleface," (Technicolor), starring Bob Hope, Jane Russell and Roy Rogers, with seven songs by Jay Livingston and Ray Evans, Jack Brooks, and Jack Hope and Lyle Moraine; "Somebody Loves Me," (Technicolor), a William Perlberg-George Seaton production, starring Betty Hutton and Ralph Meeker, with 20 songs, including four new numbers by Livingston and and Evans; Hal Wallis' "Jumping Jacks," with Dean Martin-Jerry Lewis, with five songs by Mack David and Livingstone; and the new Bing Crosby-Bob Hope-Dorothy Lamour comedy, "Road to Bali," (Technicolor), now in production, with six new tunes by Johnny Burke and Jimmy Van Heusen.

'American Weekly' Cites Lucille Ball

Lucille Ball captured two honors in the first annual *American Weekly* television poll, when she was voted the best comedienne, and her "I Love Lucy" show captured the award as the best comedy-drama program. The awards, which will be made to the best program or personality in 12 categories of television, will be announced in the May 25 issue. Engraved plaques will be presented to the winners.

List Other Winners

Other winners are: "Your Show of Shows," best variety program; "Celanese Theatre," best dramatic program; "Dragnet," best mystery drama program; Fred Waring, best musical program; "Meet the Press," best discussion program; "You Bet Your Life," best quiz program; Jimmy Durante, best comedian; "Kukla, Fran and Ollie," best children's program; "See It Now," best news program; Bishop Fulton J. Sheen, award for special achievement.

The poll was conducted among the television editors of metropolitan newspapers which distribute the weekly.

4 from Industry on Music Rights Board

TORONTO, May 20.—Four representatives of the Canadian film industry are on the new board of the Musical Protective Society of Canada, the organization of all branches of amusement activities which deals with copyright and performing rights questions.

The 1951-52 directors include Angus MacCunn of Famous Players; William J. Singleton, Associated Screen News, Montreal; Arch H. Jolley, executive-secretary of the Motion Picture Theatres Association of Ontario, and J. Depew of Odeon. Jolley was made vice-president of the society, the president of which is Martin Maxwell of Toronto, representing broadcasters.

WOW! what a GENERATION!



How they DANCED!
How they SANG!
How they LOVED!

A wild and wonderful story of Flaming Youth...when Sheiks in racoon coats...and Shebas in knee-length skirts shocked even THE ROARING TWENTIES!

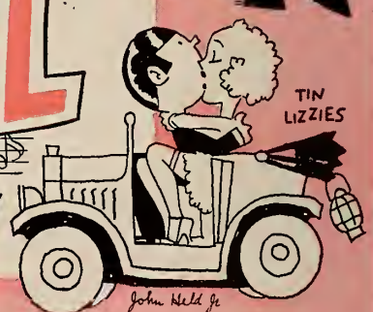






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And how you'll cheer the Dozen SONGS you'll hear

"FIVE FOOT TWO, EYES OF BLUE"

"WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG"

"GIMME A LITTLE KISS, WILL YA, HUH?"

"IT AIN'T GONNA RAIN NO MORE"

"TIGER RAG"



COLOR BY Technicolor

Starring

Piper LAURIE · Rock HUDSON
Charles COBURN · Gigi PERREAU

with LYNN BARI · WILLIAM REYNOLDS · DIRECTED BY DOUGLAS SIRK

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FIRST IN FILM NEWS

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VOL. 71. NO. 100 NEW YORK, U.S.A., THURSDAY, MAY 22, 1952 TEN CENTS

Service Fee On Passes Is Taxable: U.S.

1951 Tax Law Changed By New Bureau Ruling

By J. A. OTTEN

WASHINGTON, May 21.—The Bureau of Internal Revenue has ruled that the 20 per cent Federal admission tax must be collected on service charges collected on passes. The 1951 tax law said that the tax did not have to be paid on passes. However, there was some question on the service charge where such a charge was made on passes. The Bureau has now issued a series of questions and answers on this point.

At the same time the Bureau ruled that tickets need not be issued by theatre owners to persons admitted free. It is required, however, the Bureau said, that theatre operators granting free admissions keep accurate daily records of the number of such admissions.

Here are some of the rulings made

(*Continued on page 4*)

Theatres Guarantee 75-¢ for Title Bout

Theatres taking the exclusive telecast of the Sugar Ray Robinson-Joey Maxim bout will be charged 75 cents per seat or $1.05 per seat sold, whichever sum is the highest, it was learned here yesterday.

The formula, under which Theatre Network Television is currently lining up theatre TV-equipped houses, works this way: If a 3,000-seat house sells 2,000 tickets for the June 23 event, it would pay $2,250 for the bout; that is, its number of seats multiplied by 75 cents would be $150 greater than

(*Continued on page 4*)

DeMille Holds Films 'Biggest Bargain'

The purchase of a ticket at a motion picture theatre box-office was held to be today's biggest bargain, by Cecil B. DeMille.

"Where else can children buy a $4,000,000 product such as 'The Greatest Show on Earth' for 50 cents," DeMille queried.

Eastern Golfers To Play in Film Tourney Today

Scores of industry golfers and gooters will gather this morning at Vernon Hills Country Club in Tuckahoe, New York, for the first annual film golf tournament to be sponsored by the New York Cinema Lodge of B'nai B'rith.

Martin Levine, president of Cinema Lodge, stressed here yesterday that the tournament is being undertaken as a means of bringing all branches of the film and allied industries together for a day of good fellowship and fun. Levine pointed to the non-sectarian character of the tournament.

Prizes totaling more than $1,500 in merchandise will be awarded for the best low and gross scores and for the

(*Continued on page 5*)

ITOO Names Pfister To Succeed Smith

CLEVELAND, May 21.—Independent Theatre Owners of Ohio today unanimously elected Christian F. Pfister, of Troy, owner of the Jewel and Mayflower Theatres there, to succeed Martin G. Smith as president. Smith headed the organization for 21 years.

Other officers elected are: first vice-president, F. W. Huss, Jr., Cincinnati; second vice-president, Leo T. Jones, Upper Sandusky; treasurer, Lee

(*Continued on page 4*)

Quantity of Italian Films Head for US

An unprecedented number of Italian-made pictures "of high quality" will be made available to American exhibitors during the coming season, Jonas Rosenfield, Jr., Italian Films Export's public relations director, reported here yesterday following a six-week on-the-spot survey of the Italian industry.



Jonas Rosenfield

Three factors, Rosenfield said, will be responsible for the increase: (1) an Italian box-office boom coupled with a steady rise in the income of Italian

(*Continued on page 5*)

L. Hellman Hedges On 'Red' Question

WASHINGTON, May 21.—Playwright Lillian Hellman told the House Un-American Activities Committee she is not now a Communist Party member and has not been one for the past two years.

However, she refused to answer questions as to whether she was a member more than two years ago. She said she had no objections to answering any questions about herself

(*Continued on page 4*)

Wilcox and Republic in Joint Deal

Unlimited Number of Films to Be Made in UK

Herbert Wilcox and his wife, Anna Neagle, have concluded a deal with Republic Pictures for the production and distribution of a series of pictures to be made in England with British and American stars. They made the announcement yesterday jointly with Herbert J. Yates, president of Republic, at a press luncheon given at the "21" Club.

No specified number of pictures is called for in the agreement, according to Yates, and it will be continued for an undetermined number of years. Yates did declare that a minimum of six pictures would be made, "but most likely many more, and the deal will continue for as many years as it is profitable."

Among those who will star together in the production venture are John

(*Continued on page 5*)

Files $3,000,000 Anti-Trust Suit

A $3,000,000 anti-trust suit against the eight major distributors, and exhibition firms operating in the Pearl River, N. Y., area was filed here yesterday in Federal Court by Ireb Theatre Corp., operator of the Central Theatre at Pearl River.

The complaint alleges that a conspiracy existed among the defendants in violation of U. S. anti-trust laws.

DeMille Sees Vast Market In Near East and India

Vast new markets for American films in the Near East and India were envisioned here yesterday by Cecil B. DeMille, who cited the grosses of his "Samson and Delilah" in those areas in support of his prediction.

DeMille also disclosed that his next film would "most probably be "The Ten Commandments," spiking reports that his next would be "Helen of Troy." The veteran producer said that he has not entered into any new agreement with Paramount Pictures as yet. He added, however, that his long relationship with Paramount has been very amicable.



Cecil B. DeMille

DeMille declared his latest film, "The Greatest Show on Earth" has not been "hurt one iota" by TV. He also listed such films as "Sailor Beware," "Quo Vadis," and "Showboat" as being virtually immune from TV competition. Quality product in theatres and showmanship are the answers, DeMille held.

With the opening up of the Mohammedan and Indian markets, DeMille pointed out, there is a potential audience of 600,000,000 people. In Cairo, the first round of "Sampson and Delilah" in four theatres one year ago

(*Continued on page 4*)

Says McCarey Film A Service to U. S.

Washington, May 21.—Representative Hillings, California Republican, today put in the *Congressional Record* a statement praising Paramount's "My Son John." He said the film "dramatically points up the great danger facing our country during these critical days," and declared that producer-director Leo McCarey "has rendered an outstanding service to our country."

Personal Mention

GABRIEL PASCAL, British producer, is in New York from Hollywood for conferences with NED E. DEPINET, RKO Pictures' president, and ROBERT MOCHRIE, sales vice-president.

•

JOHN BYRAM, Paramount play editor, and his wife will leave here for Europe over the weekend. They will be joined in Paris by RICHARD WATTS, JR., drama critic of the New York *Evening Post*.

•

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, will return to New York tomorrow from Little Rock, where he addressed the Independent Theatre Owners of Arkansas convention.

•

ANTHONY MASELLA, manager of Loew's Poli Palace, Meriden, Conn., has been appointed general chairman of the Meriden 1952 Cerebral Palsy campaign.

•

STEVE BROIDY, president of Monogram-Allied Artists, will be a speaker at the Texas Council of Motion Picture Organizations' conference in Dallas, June 9 to 11.

•

ROBERT PORTLE, manager of Loew's Poli Elm Street Theatre, Worcester, Mass., is marking his 50th anniversary in show business.

•

BARNEY GURNETTE, owner of the Clovis Theatre, Clovis, Cal., has sold the theatre to N. BRADLEY FISH, and has retired because of ill health.

•

STEWART KLEIN is now a booker in the Columbia San Francisco branch. He is a brother of the sales manager there, MEL KLEIN.

•

BETTY BLUFFSTONE, United Artist booker in Cleveland, and her daughter and sister are in Miami Beach on vacation.

•

GEORGE LOURAU, president of Filmsonor, French producing-distributing company, will arrive here from Paris Wednesday.

•

OSCAR HOWELL, president of Capital City Supply Co., Atlanta, has returned there from Tennessee.

10 Radio Stations To 'Plug' 'Jeanie'

PITTSBURGH, May 21.—Ten radio stations are already set to cover the opening here June 4 at the Fulton Theatre of "I Dream of Jeanie." Bill Saal, executive assistant to Republic president Herbert J. Yates, and studio publicity head Mickey Gross indicate that the other two of this district's stations may join the premiere activities.

The picture will open on the following day at the Circle in Indianapolis and at the Rialto in Louisville.

Decision On French Offers Postponed by Distributors

Distribution company presidents and foreign managers who attended yesterday's meeting here with Eric A. Johnston, Motion Picture Association of America president, decided to give several days' thought to the French film pact proposals he brought back from the Paris negotiations.

The group will hold another Motion Picture Export Association board meeting here in about a week, with a view to agreeing on one of the four alternate proposals made by the French negotiators.

Arrangement in Common

The four alternate proposals have in common an arrangement for promotion of French pictures in the U. S., and are patterned somewhat after the Italian-American deal, it was indicated.

One proposal would permit free convertibility of blocked balances accrued between July 1, 1951, and June 30, 1952, understood to amount to some $4,000,000. Subsequent earnings would be convertible up to about $4,500,000 yearly, but subject to the deduction by the French of as much as 5½ per cent of gross earnings, or $200,000, as "loans" for use in domestic production.

Another alternative provides for a limitation to 100 imports, with remittances of $1,200,000 annually, plus free convertibility of the current fiscal year's accruals. A third plan would permit unrestricted imports, but provides a domestic production subsidy of 10 per cent of earnings of the first 70 films and 15 per cent of the remaining imports. Additionally, the companies could withdraw 12½ per cent of the current year's accruals now blocked.

Limits Imports

The fourth proposal, it was indicated, would be for a renewal of the Franco-American pact, which will expire June 30. This limits imports to some 120 a year and leaves remittances unrestricted. However, notwithstanding the remittances provision, France's poor dollar position has made it impossible for the country to make any remittances since last December.

Johnston, who will return to Washington today, informed the meeting that John G. McCarthy, MPAA international department chief, was in Madrid from Paris to find a way of implementing the US-Spanish film agreement which was signed last January. The accord has not gone into effect pending the reconciling of the views of U. S. distributors and those of the Spanish government on a split of profits from the exhibition of American films in Spain.

Company presidents at yesterday's meeting included: Nicholas M. Schenck, Loew's; Barney Balaban, Paramount; Spyros P. Skouras, 20th Century-Fox; Ned E. Depinet, RKO Pictures, and Steve Broidy, Monogram. Also on hand were executives John J. O'Connor, Universal; Jack Cohn, Columbia, and Theodore Black, Republic.

FCC Hears Walder On Para. Practices

WASHINGTON, May 21.—Miami exhibitor Charles Walder told the Federal Communications Commission Paramount hearing today that between 1928 and 1936 he was able to get Paramount films no earlier than three to nine months after they had played first-run.

In addition, Walder said, Paramount pictures played at all Paramount theatres in Miami before he was able to book them into his Tivoli theatre. He added that there were minimum admission price agreements in all his contracts with Paramount.

He declared that he got RKO Radio films six months after they had played the Sparks Theatres, a chain in which Paramount was interested.

Most of today's hearing was taken up with discussion of the procedure which Commission attorneys will employ in presenting their ten exhibitor witnesses and the exhibits relating to their testimony

A new attorney was added to the hearing today when veteran industry lawyer Louis Phillips took over questioning Walder.

Walder will return to the stand tomorrow.

Production Is Off; 29 Films in Work

HOLLYWOOD, May 21.—A drop in production has brought the total number of pictures in work down to 29. Four new pictures were started and five finished.

Started were: "Decameron Nights" (Film Locations, Ltd., Eros Films, Ltd. release), Independent; "I Love Melvin," Metro - Goldwyn - Mayer; "The Wac from Walla Walla," Republic; "Big Man," 20th Century-Fox. Completed were: "Jack McCall, Desperado," Columbia; "Lady in the Fog" (Intercontinental Films, Lippert release), Independent; "Sky Full of Moon" and "Rogue's March," Metro-Goldwyn-Mayer; "Bonzo Goes to College," Universal-International.

'Teens' Outnumber Adults at Films

Twice as many teen-agers as adults go to motion pictures, according to the latest Starch Consumer Magazine report, which ranks the readers of *Seventeen* as "the greatest film audience, in rate of attendance," the latter reports.

The Starch survey, which analyzes 33 leading mass-circulation periodicals, disclosed that "81.7 per cent of *Seventeen*'s teen-readers attend the movies every week, more than twice the average for the other magazines reported on."

40 More Films To Yugoslavia

The Motion Picture Export Association has complete a deal with Yugoslavia for the importation by that company of 40 features for the 12-month period beginning next Oct. 1, Eric A. Johnston, president of the Motion Picture Association of America, reported yesterday at a meeting here of the MPEA board.

The present MPEA deal with Yugoslavia, which will expire on July 31, provides for the importation of 35 features in a year.

Johnston told the board that Louis Kanturek, MPEA supervisor in Europe, currently is meeting in Paris with representatives of Yugofilm, the state film monopoly organization, to screen the pictures which will be covered by the new deal.

Waive Hearing in 'Latuko' N. J. Case

A Newark Magistrate's Court hearing on the charges growing out of the Embassy Newsreel Theatre's showing of "Latuko" was waived there yesterday by John Hart, the theatre manager, and projectionists Paul Kearney and George Stone. The case will go to the grand jury.

The three are charged with showing an "indecent" film, a charge which was not vacated when the New Jersey Chancery Court issued an order prohibiting the Newark Police Department from interfering with the exhibition of the African documentary.

Another repurcussion has been the announcement by the Director of Public Safety, John B. Keenan, that he will seek state legislation to enable the police to bar such films as "Latuko" from public exhibition.

DuMont Profit in Sharp Decline

Net profit of $114,000 on gross sales of $15,960,000 for the quarter ended on March 23, 1952 were reported here yesterday by Allen B. DuMont Laboratories, Inc. This compares with a net of $1,022,000 on gross sales of $18,851,000 for the same quarter in 1951.

Profit in the 1952 quarter was equal to 35 cents per share on 2,361,054 shares of common stock, compared with 42 cents per share on the same number of shares outstanding at the end of the 1951 quarter.

DuMont directors have declared a quarterly dividend of 25 cents a share on preferred stock, payable on July 1.

Actor John Garfield Dies in N. Y. at 39

Actor John Garfield, 39, died in New York yesterday, pronounced a victim of a heart condition. He had been visiting here from Hollywood.

Garfield, who went to Hollywood several years ago following several successes on the stage, starred most recently in "Nobody Lives Forever," "Gentlemen's Agreement," "Body and Soul" and "He Ran All the Way."

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About face

About Youth!

About Love!

About Song!

About Fun!

For Decoration Day!

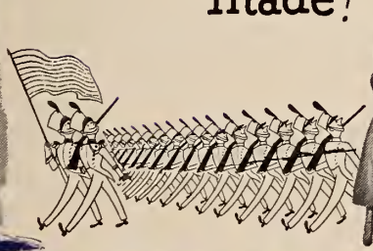
As happy a pleasure parade as Warner Bros. ever made!





THE SONGS! ALL NEW-ALL SWELL:
'No Other Girl For Me' 'Spring Has Sprung' 'If Someone Had Told Me' 'Wooden Indian' 'Piano Bass and Drums' and lots more!

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CLIFF FERRE · JOHN BAER · SCREEN PLAY BY PETER MILNE · PRODUCED BY WILLIAM JACOBS · DIRECTED BY ROY Del RUTH

SONGS BY CHARLES TOBIAS AND PETER DeROSE
MUSICAL NUMBERS STAGED AND DIRECTED BY LeROY PRINZ
MUSICAL DIRECTION RAY HEINDORF

ITOO Names

(*Continued from page* 1)

Hofheimer, Columbus. Robert Wile is association secretary.

The board of directors consists of Smith, Henry Greenberger, Cleveland; Horace Adams, Cleveland; Myer Fine, Cleveland; Judge Roy L. Russell, Millersburg; Louis Wiethe, Cincinnati; Roy E. Wells, Dayton; Marvin Frankel, Elyria; Louis F. Eick, Martins Ferry; Horace Shock, Lima; J. Real Neth, Columbus; Paul Vogel, Wellsville, and Peter M. Wellman, Girard.

Resolutions committee chairman Russell presented six resolutions, all unanimously passed. They are:

(1) Called upon distributors to reveal all bids on any picture on demand of any bidder after award of picture in question, on the ground that distributor refusal to reveal bids can "only be construed for purpose of concealing irregularities and discriminations." This resolution asks that all bidders be present when bids are opened and awarded, and further, condemned telephone bidding;

(2) Condemned sales policies requiring exhibitors to boost admission prices;

(3) Promised full support to Allied's arbitration committee and recommended that the arbitration system be established as set forth at the national convention;

(4) That Marc J. Wolfe be persuaded to accept the COMPO presidency;

(5) That COMPO immediately start an active campaign to eliminate the Federal Admission tax;

(6) That W. Ward Marsh, Cleveland *Plain Dealer* film critic, receive a letter of thanks for his recent article affirming films as the best entertainment and here to stay.

Wilbur Snaper, Allied head and final speaker at today's general convention meeting, reviewed results of the previous day's industry clinics. He condemned as shortsighted the distributor policy of selling pictures to TV and urged that exhibitor survival depends largely on the refusal to buy from distributors employing such a policy

Walter Kessler, Loew's Columbus city manager, detailed the Columbus plan for a continuous Movietime campaign through honoring a service industry each month to create goodwill and patronage. Kessler also presented a plan to give a film exposition as part of the Ohio State Fair as an industry promotion reaching a million people.

Hellman Hedges

(*Continued from page* 1)

so long as she would not have to answer questions about other people. She said her attorney had told her that if she did answer questions about herself, however, she could then be cited for contempt for refusing to answer questions about other people and therefore would not answer questions about herself.

She told the committee she did not want to bring "bad trouble" to "innocent people whom I knew many years ago."

Committee officials said that tomorrow's witnesses would deal with Communism in the Los Angeles area but not in the motion picture industry as originally announced.

Reviews

"The Winning Team"

(*Warner Brothers*)

A SENTIMENTAL album of baseball memories is opened in "The Winning Team." The picture is a warm and popular one that recounts the life story of one of baseball's pitching greats, Grover Cleveland Alexander. Ronald Reagan and Doris Day are neatly cast as the baseball star and his wife, while Frank Lovejoy ably portrays the immortal Rogers Hornsby.

As an added appeal to sports fans and a good merchandising device, some notable big leaguers of the present day appear in the film. Among them are Bob Lemon, Jerry Priddy, "Peanuts" Lowrey, George Metkovich, Irving Noren, Hank Sauer, Al Zarilla and Gene Mauch.

When the story begins, Reagan is a young telephone lineman in a Nebraska farming town whose love of baseball is equalled only by his love of Miss Day. In time he marries her and embarks on a professional baseball career. His rise to pitching heights is steady but is shattered one day when he gets hit by a ball and is left with double vision as a consequence. There follows a long siege away from baseball but when Reagan regains his true vision the upward climb continues.

World War I interrupts the career on the mound and also leaves Reagan a victim of mysterious dizzy spells. He resumes his baseball career but gradually starts a descent aggravated by the spells. What is more, the belief is spread that the fits are the result of alcohol. Since Reagan is unwilling to frighten his wife with the revelation of his malady, she too becomes mystified by what seems like unaccountable drinking.

In the screenplay designed by Ted Sherdeman, Seeleg Lester and Merwin Gerard, Miss Day finally leaves Reagan and he sinks deeper and deeper into failure and drink. When Miss Day eventually learns about the malady she hastens to his side and prevails upon Hornsby, now the manager of the St. Louis Cardinals, to give him a new chance at baseball. The exciting comeback is climaxed by Reagan's sensational pitching in the 1926 World Series in which he helps the Cardinals triumph over the Yankees. Some shots of Babe Ruth have been dubbed into the footage.

Bryan Foy produced and Lewis Seiler directed. The original story was by Lester and Gerard.

Running time, 98 minutes. General audience classification. Release date, June 28.

MANDEL HERBSTMAN

"Wild Stallion"

(*Monogram*) *Hollywood, May 21*

THE STORY OF an orphan boy's consuming attachment to a horse, a devotion spanning 32 years, is told in "Wild Stallion." Ben Johnson, a smooth rodeo performer turned actor, and Edgar Buchanan, a smooth actor afoot or on horseback, contribute portraits that supply a ring of authenticity. The period is 1851-83, the principal scene is a Cavalry outpost in or near the Dakotas. There is some small-scale Indian fighting but no Civil War sequences or references in the story. Filmed in Cinecolor, immensely effective in the open-country with many shots of horse herds roaming the range, the picture is free of plot cliches and is loaded with expert horsemanship. Good to look at, wholesome in content and connotation, without being juvenile, it is a decidedly different and useful frontier story.

Buchanan portrays a wild horse hunter who comes upon a teen-age boy the day Indians have slain his parents and his five-month-old colt has escaped into the hills. Buchanan takes him to the Cavalry fort to which he sells horses and there he grows to young manhood, when he (now played by Johnson) joins Buchanan in the horse hunting business, with the personal motive of finding and recapturing his colt. The animal, now head of a great herd, figures fundamentally in an exciting series of events which includes horse breaking, man-to-man fist fights, an attack by Indians, an attack by wolves, and eventually the winding up of a romantic thread running through the story, plus the happy retirement of Buchanan and the horse.

Walter Mirisch produced the picture, with a keen eye to audience values. Lewis D. Collins directed skillfully. Dan Ullman wrote the script. Richard Heermance was associate producer.

Running time, 70 minutes. General audience classification.

Service Fee on Passes

(*Continued from page* 1)

by Deputy Commissioner Charles J. Valer:

Q: Would the service charge noted and collected on passes be subject to the admission tax?

A: The Bureau takes the position that the amount of such charge is an admission charge and is subject to tax. The service charge, the tax and the total should be shown separately on pass tickets.

Q: Would a service charge be subject to tax if the exhibitor devotes all of the proceeds to a fund for the benefit of employes rendering such service, and this fact is stated on the pass?

A: The service charge would still represent a fixed charge to be paid by the pass-holders, and therefore would be taxable.

Q: Would such a charge be subject to tax if all of the proceeds of the service charges went to the Will Rogers Memorial Hospital or to any other tax-free charity or charitable institutions?

A: Yes.

Q: Would such a service charge be subject to tax in cases where the pass is issued in return for services rendered—as when it goes to a merchant who places an advertising card in his window? The charge in this case would merely be one element in a business arrangement between the theatre and merchant.

A: The charge must still be paid to gain admission, and so represents a payment for admission and is subject to tax.

DeMille Sees

(*Continued from page* 1)

broke every record of the houses, the producer stated. Currently, with the film now dubbed in Arabic instead of superimposed titles, three of the four theatres now playing the film are doing 125 per cent of the original business, he added.

In India, "Sampson and Delilah" is expected to bring in revenues in excess of $1,000,000 when the film is dubbed in the two principal native languages, DeMille stated. With superimposed titles, "Sampson and Delilah" has realized more than $600,000 in India, DeMille added.

The producer emphasized that these markets are not only valuable as sources of revenue, but a wealth of understanding between peoples can be nourished by American films.

"Sampson and Delilah," he said, is the second picture in his experience in which the foreign market has outgrossed the domestic market, which was very strong. The other, he stated, was "The Sign of the Cross."

On "Helen of Troy," DeMille said that although he had been working on the idea for three years, another company would make the film. The other company, he added, has a priority on registration. The idea to produce "The Ten Commandments," which DeMille did many years ago as a silent film, was inspired not only by his own interest in the theme, but by requests received from all over the world, DeMille added.

On television, DeMille in response to questions said that perhaps the motion picture industry or a branch of it would produce films for TV. He said he had no plans to make TV films, nor to release his old films to that medium.

Before returning to the Coast, DeMille is scheduled to address the 164th General Assembly of the Presbyterian Church at Carnegia Hall tomorrow. His theme will be "The Motion Picture as an Effective Way of Sharing Our Faith." He plans to leave New York on Sunday.

Robinson Bout

(*Continued from page* 1)

the $1.05 charged per admission.

Meanwhile, the first theatre to publicly announce that it would televise the world light-heavyweight championship bout from the Yankee Stadium was the Pilgrim Theatre in Boston, an American Theatres Corp. house.

4 B & K Houses, 1 Essaness, Taking Theatre TV of Robinson Bout

CHICAGO, May 21.—The tentative line-up of theatres in and around Chicago scheduled to participate in the large-screen telecast of the Robinson-Maxim fight includes four Balaban and Katz houses, the Marbro, Tivoli, and Uptown in Chicago and the Paramount in Hammond, Ind., plus the Essaness Crown. This will be the first theatre TV event to be shown in the 1299-seat Crown.

Although no admission price has been set as yet, chances are that it will be over $2 in view of the $1.05 charge per admission for the privilege of showing it, plus line charges to A.T.&T. for bringing the fight in over their wires.

RUN THE CEREBRAL PALSY TRAILER

Golf Tourney

(*Continued from page* 1)

longest drive, birdie and exhibitor's kickers contest. Additional prizes will go to the best foursomes and all participants are promised souvenirs. A hole-in-one contest will also be featured.

In a special feature of the tournament, a foursome selected by the industry will play a foursome recruited by the Friar's. The industry foursome includes Ed Fabian, Bob Sherman, Len Gruenberg and Harold Rinzler, while the Friar's have indicated their team will be selected from among Jack Bregman, Joe Ross, Ed Weiner, Peppy Weiner and Sid Reis.

A banquet will follow the tournament with many who will not participate in the golfing, joining in the evening's festivities.

Alfred W. Schwalberg is chairman of the tournament and Harold Rinzler is co-chairman. Marvin Kirsch, Herbert Berg and Jack Hoffberg are in charge of arrangements and Milton Livingston and David Bader handled press and publicity.

Tourney registrants up to last night follow:

Spyros P. Skouras, Leo Jaffe, Ted Sullivan, Edward L. Fabian, Robert Sherman, Si Fabian, Charles Aaronson, Abe Schneider, Len Gruenberg, Paul Lazarus, Jr., Al Rylander, Arthur Gold, Solomon Strausberg, Morris Strausberg, Max A. Cohen, Morrie Goldstein, Harold Rinzler, Martin Levine, George Hornstein, Jack Hoffberg, William White, Burton Robbins, George Skouras, Harry Brandt, William Brandt, Lou Wolff, Joe Ingber, Martin Moscowitz, Abe Dickstein, Robert K. Shapiro.

Also, Tom Connors, Chick Lewis, Mortimer Wormser, Sidney Gelfand, Sidney Weill, Dr. Frederick Steier, Joe Malcolm, Jack Rosner, Dave Dash, Sam Krumholtz, Milton Saltzberg, Jack Kerness, Sol Jaffe, Mort A. Sweig, Jacques Heff, David Kelton, Max Steinberg, Michael H. Levy, Sidney Schaefer, Philip Dinsmore, Thomas Gerety, Julius Briskie, Milton Herman, A. R. Hamerslag, Mark I. Finklestein, Morton P. Weiss.

Also, Adolph Haas, Arthur Sorin, Ralph Harder, Frank Steinbauer, John Perkins, Arthur Bernhardt, Herman Scheffler, Al Szekeler, Martin Kornbluth, Leslie Schwartz, Lou Fischler, Bert Lambert, Murray Schoen, Jesse Goldberg, Arthur Perkins, Phil Levine, Moe Kalina, Moe Kerman, Joe Felder, Max Korn, Benjamin Reznick, Mannie Meyer, Cy Seymour, Jack Ellis, Emil Ellis.

Also, Archie Mayers, Irwin Shapiro, Sid Weiner, Herman L. Wintrich, David Joy, Charles Carpenter, Harry Mersay, Jack Bellman, Alan Smith, Al Broden, Carroll Puciato, Martin Friedman, Martin Schiff, Sonny Conklin, Marvin Kirsch, Ira Herbert.

Legion Puts 1 Film In Class C, 4 in B

The latest Legion of Decency report places the Swedish film, "Miss Julie," distributed here by Trans-Global Pictures, Inc., in Class C (condemned) and places four other films in Class B.

The latter are: "No Room for the Groom," Universal; "The San Francisco Story," Warner Brothers; "Stolen Face," Lippert Productions; "Strange World," United Artists.

Four Classified 'Adult' By Ontario Censor Board

TORONTO, May 21.—The following features have been classified "Adult Entertainment" by the Ontario Board of Censors: "No Greater Sin," "Tell Your Children," "Miss Julie" and "Flesh and Blood."

Censor chairman O. J. Silverthorne has issued a ruling on the type and minimum dimensions for the signs to be hung under the marquee, indicating adult films. The minimum length is to be 60 inches and the wording must be eight inches high.

Bids Firms Utilize Insurance Managers

Management cannot itself perform the functions necessary to safeguard an enterprise against losses arising out of property damage, legal liability or interruption of operations, but rather must delegate this responsibility to a specialist, Henry Anderson, insurance manager of United Paramount Theatres, declared in an address before the Insurance Conference of the American Management Association at the Hotel Statler here.

Moreover, Anderson declared, the logical place for this responsibility is with insurance management, particularly inasmuch as most of the problems involved are already being studied and handled in connection with insurance.

He said also that in view of the nature of the problems involved and their importance to stockholders and to management, insurance administration with its loss prevention facilities should tie in to management directly at the policy-making level.

An increasing number of forms of insurance are being written on an experience or cost-plus basis, and therefore loss prevention represents direct savings, Anderson said. He added that such savings "may be most substantial."

Apart from his work at UPT, Anderson from time to time serves the Theatre Owners of America and its members in an advisory capacity.

Italian Films

(*Continued from page* 1)

films domestically, (2) continued creative activity in the Italian industry, and (3) the emergence of Italy as a new international center of film production.

The share of earnings which Italian films have taken from its own domestic market has increased from five per cent five years ago to 17 per cent today, and the best informed Italian industry representatives predict a rise to 22 per cent by the end of 1952, Rosenfield said. Meanwhile, however, the "lion's share" of Italian film earnings comes from the exhibition of American pictures, he said.

The 80 to 90 Italian producing companies, he added, will turn out approximately 100 pictures this year. That figure, he said, has been the average during the past few years.

Although all signs point to a continuance of production of so-called neo-realistic dramas by Italian filmmakers, there is strong evidence that the country's "new hope for the future" will inspire the production of a greater number of comedies, according to Rosenfield. He said some of the pictures which will be sent soon to the U. S. are: "The Little World of Don Camillo," "Two Cents Worth of Hope," "Rome, 11 O'Clock," "Toto in Color," "Cops and Robbers," "Umberto D," "The Overcoat" and "Bellissima." There also will be forthcoming "Finishing School" and "Encounter," both made with Italian and American funds, and "The Golden Coach," a joint French-Italian financial venture.

Baldwin to Represent 3

Ted Baldwin, Inc., has contracted to represent Film Vision Corp., Specialty Television Films, and Explorers Pictures Corp. in the sale of their films for television.

Joint Deal

(*Continued from page* 1)

Wayne and Miss Neagle. Shooting on the first picture will start in September, Wilcox disclosed.

Subjects scheduled for production in addition to the Wayne-Neagle vehicle, are Daphne Du Maurier's "The King's General" and "Laughing Anne," Joseph Conrad's story of Malaya. Negotiations are in an advanced stage for top stars of Hollywood and England to appear in both productions. All subjects will be filmed in color, produced in England by Wilcox, and distributed throughout the world by Republic.

Wilcox, who returned to England with Miss Neagle on the *SS Queen Elizabeth* yesterday, said that a distribution deal for his three completed pictures is still being negotiated and an announcement most likely would be made next week. He declined to say whether the deal would also be with Republic. The pictures are "Lady with A Lamp," "Derby Day" and "Trent's Last Case."

Wilcox at present is producing "The Beggar's Opera," with Laurence Olivier, but that film is not included in the Republic deal, he asserted.

Kocher and Eilers Promoted by E-K

ROCHESTER, May 21.—Eastman Kodak today appointed Neil S. Kocher manager of film manufacturing and Dr. Louis K. Eilers assistant manager of film manufacturing, it was disclosed by plant vice-president and general manager Charles K. Flint.

Kocher has been with Kodak since 1920 and Eilers since 1934.

Jessel to Aid Bonds-For-Israel Sale

BOSTON, May 21.—Producer George Jessel will head a group of stars appearing in a big benefit show to be staged at the Boston Garden on Thursday, June 19, in the interest of the sale of "Bonds-for-Israel," it was reported by Larry Laskey, general chairman of the Boston Committee of Bonds-for-Israel.

WB Signs Bare

HOLLYWOOD, May 21.—As a result of his Joe McDoakes series being among the 10 top grossing short subjects for the third straight year, as reported by the *Motion Picture Herald-Fame poll*, Richard Bare has been signed to a new six-year deal by Warner Brothers, which calls for him to continue to write and direct the series. First three years of the pact are straight with no options.

'Added Spark' from 'Believing' Meet

MILWAUKEE, May 21.—Ben Marcus, national Allied States treasurer and Wisconsin Allied's national director, has commended M-G-M for its "Seeing Is Believing" conclave and screenings at the Culver City studios.

"To those of us who were there it was the most encouraging thing that has happened to us," and "it gave us added spark," he stated.

"I firmly believe we have got the answer to TV or any other outside threat to our business. With this type of merchandise, all I can say is, the future is bright."

Marcus stated that although Metro's ambitious program of advanced advertising is tremendous, he would suggest that in addition some study should be given to newspapers in towns with populations of 30,000 to 75,000, whose daily circulations hit a large number of areas in the state. As an example, Marcus pointed out that grosses from such films as "Quo Vadis," which were properly advertised proved that these towns can produce considerable added revenue to both the distributor and the exhibitor.

A "Seeing Is Believing" meeting is planned for exhibitors and the press here next week.

Shea Managerial Change

BUFFALO, May 21.—The call of James Reynard, manager of Shea's Teck, back into the U. S. Naval Reserve, has caused a shift in the managerial personnel of the local Shea circuit. Bert Lapatina, who has been manager at the North Park for the past few years, has been named manager at the Teck. John Maucieri, who has been an assistant at Loew's in Columbus, has been named manager at Shea's Elmwood where he succeeds Lou Jaffe who has taken over the managerial reins at the Kensington. He succeeds Fred Itzenplitz, who has been appointed North Park manager.

Stephens Quits Columbia

HARTFORD, May 21.—Richard Stephens, New England field exploitation representative for Columbia Pictures for the past several years, has resigned. Stephens, who was formerly with Warner Brothers, said he would announce his association in a sales promotion capacity with a national industrial concern after a brief vacation.

'Bailey' Here May 30

"Lydia Bailey" will have its premiere at the Roxy Theatre here on Friday, May 30, Memorial Day.



DATE THE LADY WITH THE GOLDEN TOUCH!

for JUNE...
Released through
20th CENTURY-FOX



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 101 NEW YORK, U.S.A., FRIDAY, MAY 23, 1952 TEN CENTS

TV Probe By Congress May Include Films

Name Harris Head of House Investigating Unit

WASHINGTON, May 22.—Representative Orren Harris (D. Ark.) was named today to head the House Commerce Committee's investigation of radio and television programs, and immediately said he felt the study would "very likely have to be broadened to include motion pictures."

Harris was named chairman of a special seven-man sub-committee to carry out the investigation ordered by the House early this month. The sub-committee is to determine whether present radio and TV programs are immoral or indecent or over-emphasize crime and violence.

"So many television programs feature motion pictures that I think we will have to cover films as well," Harris said. He stated that his sub-committee will meet shortly to map a specific program. The main question, he indicated, would be to find out "whether these industries have any standards of moral responsibility or just let anything go."

Other members of the sub-commit-

(*Continued on page 6*)

SWG Pushes Fight For Jarrico Credit

HOLLYWOOD, May 22.—The Screen Writers Guild membership last night voted 176 to 132 to appeal to the State Supreme Court for a reversal of two lower court decisions refusing to appoint an arbiter to represent RKO Pictures in arbitrating the claim of Paul Jarrico for screen credit for "The Las Vegas Story." RKO Pictures' Howard Hughes cancelled screen credit for Jarrico on the production after the writer became an "uncooperative" witness, before the

(*Continued on page 6*)

Guild Presidents At COMPO Meet

HOLLYWOOD, May 22.—Presidents of five production guilds will be among the guests attending the Texas Council of Motion Picture Organizations' conference in Dallas on June 9-11. Attending will be William Perlberg, president of the Screen Producers Guild; George Sidney, Screen Directors; Ronald Reagan, Screen Actors;

(*Continued on page 2*)

Move on to Organize TV Producers For Defense During Proposed Probe

Max Gilford, special counsel for the National Society of Television Producers of Hollywood, is in New York to ask East Coast television producers to ban together with West Coast producers to set-up a defense during the proposed Congressional committee investigation of television, and for joint action in all future industry efforts.

Gilford has conferred with Melvin L. Gold, president of the National Television Film Council, East Coast TV film producers organization, and has requested that Gold arrange to place the full weight of his organization behind the effort to create a national organization of TV film producers. Producers of "live" shows are also being contacted by Gilford.

The NTFC will hold a luncheon-meeting at the Hotel Warwick here on Wednesday.

'Movietime' Troupe Makes a Hit in Pa.

READING, PA., May 22. — Enthusiastic crowds greeted a "Movietime U.S.A." troupe here today in a program arranged by exhibitors under the direction of Lester Stallman of the Astor Theatre. A visit to the local High School, a public reception in the City Square and a luncheon for press and radio reporters highlighted a tour of the city in which the visiting troupers were met by throngs of people.

In the troupe were writer Agnes Christine Johnstone, actors Carleton Carpenter and William Campbell, and director Bert Granet. On Wednesday they toured Wilkes-Barre, Scranton, Pottsville and Hazelton.

At Scranton the Hollywood personalities were guests at a dinner at the Masonic Temple and held a reception in the Public Square. In Wilkes-Barre, they visited newspaper offices, attended a reception of High School students, spoke at a meeting in the Public Square and visited the wards and had lunch at a veterans' hospital. Ben Rosenberg of the Paramount Theatre of Wilkes-Barre reported that the tour was hugely suc-

(*Continued on page 6*)

Shea's Fulton Plans To Telecast Fight

Shea's Fulton Theatre in Pittsburgh has joined other theatres in Chicago, Boston and Hammond, Ind. in disclosing that it plans to theatre telecast the Sugar Ray Robinson-Joey Maxim bout on June 23.

Meanwhile, the 75 cents to $1.05 per seat formula which theatres will pay for the bout was further clarified. The amount paid to Theatre Network Television, which booked the event, will also cover long-line charges of the American Telephone and Telegraph Co. Theatres, however, will pay local phone company charges for the hook-up.

TNT would not comment on how many theatres so far are lined up for the fight, explaining that it would make the announcement when tickets for the event go on sale.

To date, four Balaban and Katz houses in Chicago, the Paramount at Hammond, Ind., and the Pilgrim in Boston, have announced plans to telecast the bout. TNT in its original announcement expressed the hope of lining up 40 to 50 theatres.

In reference to the Jersey Joe Walcott-Ezzard Charles heavyweight bout,

(*Continued on page 6*)

Put 'Loyalty' Probe on Coast in Perspective, Frank Freeman Urges

Hollywood, May 22.—Acknowledgement that studios are currently carrying out an investigation of Hollywood personnel regarding communist charges came from Y. Frank Freeman, vice-president and head of studio operations for Paramount Pictures, here today. The current probe was sparked by American Legion allegations, it is reported.

Freeman said that since the investigation had become a matter of public knowledge it should be presented in its proper perspective. He added that the underlying purpose of the probe was to give those who had been subjected to vague reports "an opportunity to go on record and refute the charges by clarifying their positions."

'Streamlining' Cost Analysis To Be Set Up

Will Decide Advisability Of Distribution Changes

The decision whether distribution will "streamline" its facilities for handling film in line with Eric A. Johnston's recent recommendation or will continue to employ the methods and procedures that have prevailed for more than a quarter of a century will be determined by the results of a cost analysis which the Motion Picture Association of America is making, it was learned here yesterday.

The MPAA president in his annual report, issued earlier this month, recommended the streamlining of the industry's distribution facilities to get product to theatres with maximum efficiency.

If the cost analysis should prove that fewer exchanges, each serving broader territories, and other operational alterations would be economically desirable as well as more effective from the standpoint of service, the changes will be adopted by the distribution companies. However, if, on the other hand, either costs or service would tend to suffer by such changes, the possibility of new methods being

(*Continued on page 2*)

Max A. Cohen Wins Film Golf Tourney

Max A. Cohen won the low net trophy yesterday at the first annual film golf tournament, sponsored by the New York Cinema Lodge of B'nai B'rith, held at Vernon Hills Country Club, Tuckahoe, N. Y.

Other winners and their categories follow:

A. R. Hamerslag, low gross; Jesse Goldberg, low net runner up; Norman Bender, low gross runner up; Robert Sherman, putting contest; Mort Weiss, putting contest runner

(*Continued on page 6*)

London Variety in Tribute to Red Kann

LONDON, May 22.—Following a moving tribute by Chief Barker David Griffiths, members of the London Variety Tent today stood in silence as a mark of respect to the memory of Red Kann, vice-president of Quigley Publications, who died in Hollywood last week.

Personal Mention

ARTHUR KRIM, United Artists president, is scheduled to leave here for the Coast tonight.

•

JOE FLANAGAN, booker and buyer for Nasser Brothers Theatres in San Francisco, has resigned to join Mutual Pictures. His duties will be taken over by JOHN DOSTAL, former manager of the Tower Theatre.

•

CLAIRE ROTH, of the Council of Motion Picture Organizations headquarters office here, will leave Monday aboard the *Ocean Monarch* for a cruise to Nassau and Havana.

•

EDWARD E. HINCHEY, head of Warner Brothers home office playdate department, is in New Haven today from New York.

•

ALFRED KATZ, United Artists supervisor for the Caribbean area, will leave here by plane today on a tour of his territory.

•

P. T. DANA, Universal Pictures Eastern sales manager, is due back here from Buffalo this weekend.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, is due here today from New Haven.

•

ROBERT STRICKLAND, president of Strickland Film Co., Atlanta, has returned there from Chicago.

•

BILLY WILDER, producer-director, will leave here for Europe tomorrow on the *S.S. Liberte*.

Services Tomorrow For William Farley

ALBANY, N. Y., May 22.—Funeral services will be held Saturday at the Church of St. Pius V, Loudonville, for William W. Farley, 78, co-developer of Film Row and owner of local exchanges as well as of theatres in Schenectady, Catskill and Yonkers, who died Wednesday in Albany Hospital after an illness of several months.

Abraham Nasser, 94, Dies in California

SAN FRANCISCO, May 22.—Abraham Nasser, 94, founder of Nasser Brothers Theatres of California back in the nickelodeon days, died here after a long illness. Survivors include his widow, a daughter, and his sons, William, Elias, Richard, George, Henry, James and Theodore Nasser.

Max Bloom, 75

CHICAGO, May 22.—Max Bloom, 75, assistant manager of the Oriental Theatre here for the past six years, passed away today leaving a wife and daughter.

Garfield Services

Funeral services for John Garfield, who died of a heart attack here on Wednesday, will be held today at the Riverside Memorial Chapel.

'Streamlining'

(*Continued from page* 1)

applied would dissolve for the present, it was reported.

A key factor in the effecting of any distribution modifications will be the extent to which it would be possible for the various film carrier firms to cooperate on any realignment of territories, it was said. The explanation here is that while territorial changes might prove economically beneficial to the distributors from the standpoint of personnel and physical facilities, such changes could prove too burdensome for the carriers' present equipment and facilities, thus creating additional costs which, in the long run, would fall to the film companies.

The MPAA national distributors committee, headed by Alfred W. Schwalberg of Paramount, "meets frequently and regularly" to discuss the streamlining possibilities, it was indicated. A decision on the matter is not expected in the immediate future, for the analysis of costs is expected to require considerable time to set up.

Johnston Proposal

In his recommendation Johnston held that "the traditional machinery of the industry for distribution of film in this country should be streamlined" because "changing patterns of demand, transportation and population have dislocated the accustomed patterns."

It was pointed out yesterday that M-G-M, 20th Century-Fox, Paramount and Warner Brothers have agreed to open their own individual operational setups in the Vienna, Austria, office occupied by the Motion Picture Export Association. This was given as an illustration of the extent to which companies can cooperate on expenses while competing in the market.

Feldun Joins UA, Gets Foreign Post

Leon Feldun, with M-G-M's foreign department for 14 years, has joined United Artists and will manage its office in Puerto Rico. Arnold M. Picker, UA's foreign distribution vice-president, disclosed at the same time that Albert A. Steinhardt, Feldun's predecessor in Puerto Rico, will return to New York on a new assignment.

Feldun has left New York for his headquarters in San Juan.

Delay Hearing on Univ.-UA Motion

Hearings on Universal's and United Artists' motion to dismiss the government suit seeking an amendment to the "Little Three" decree have been postponed indefinitely.

The hearings were tentatively slated to be held in Federal Court here on Wednesday. The Department of Justice suit charges the existence of an interlocking directorship in the two companies and calls for the forced sale of Eagle Lion Classics assets acquired by UA.

Pinanski Predicts Attendance Upturn

BOSTON, May 22.—Prediction of an upsurge in motion picture theatre attendance with the release of high quality product now in work in Hollywood was made here by Samuel Pinanski, president of American Theatres Corp., following his return from the Coast where he visited after M-G-M's "Seeing Is Believing" meetings, to survey the studios.

Metro-Goldwyn-Mayer representatives, meeting with executives of American Theatres, were given an enthusiastic report generally on current activities in Hollywood by Pinanski.

Blames Distributors For Theatre Closing

CHICAGO, May 22.—The Oriental Theatre, in Downtown Chicago, has filed notice of intention to close after the performances of June 4.

Randolph Bohrer, who operates the theatre, blamed the closing on "oppressive film rentals and excessive front money" demanded by the distributors, and claimed that distributors are not interested in the problems of exhibitors.

Goldstein Takes Over CBS-TV Post

Jack Goldstein has assumed duties as manager of special projects of the public relations department of CBS Television, it was announced here by David J. Jacobson, director of CBS public relations.

Para. Sales Meets In Boston Monday

Hugh Owen, Paramount's Eastern-Southern division manager, will leave Atlanta over the weekend and will arrive in Boston on Monday to conduct a week-long sales meeting with branch managers of the company's New York, Boston, Buffalo, New Haven and Albany exchanges.

The sessions are a follow-up to Paramount's recently-concluded studio sales conference, which was attended by distribution and production executives. Main item on the agenda is a discussion of plans for the merchandising of the 13 pictures scheduled for release from July through December, headed by the general release in July of Cecil B. DeMille's "The Greatest Show On Earth."

Attending, in addition to Owen, will be E. A. Fitter, his assistant, and branch managers Myron Sattler, New York; John G. Moore, Boston; Edmund C. DeBerry, Buffalo; Henry Germaine, New Haven, and Daniel R. Houlihan, Albany.

Stevenson, Anderson, Merry Promoted

LOS ANGELES, May 22.—The promotion of Jack Stevenson from salesman to sales manager of Paramount's San Francisco exchange was announced here by George A. Smith, Western division manager.

Andy Anderson, office manager in San Francisco, has been promoted to salesman to replace Stevenson, while James Merry, Los Angeles booker, has been transferred to San Francisco and advanced to office manager.

Stevenson succeeds Robert Clark at the San Francisco branch.

Guild Presidents

(*Continued from page* 1)

Mary McCall, Jr., Screen Writers, and Adrian McCalman, head of the Artists' Managers Guild.

One reason for their attendance is to give the guild heads the opportunity to absorb some of the COMPO "know-how."

Maurice D. Kann

The family of Maurice "Red" Kann wish to thank all their many friends for their kind expressions of sympathy.

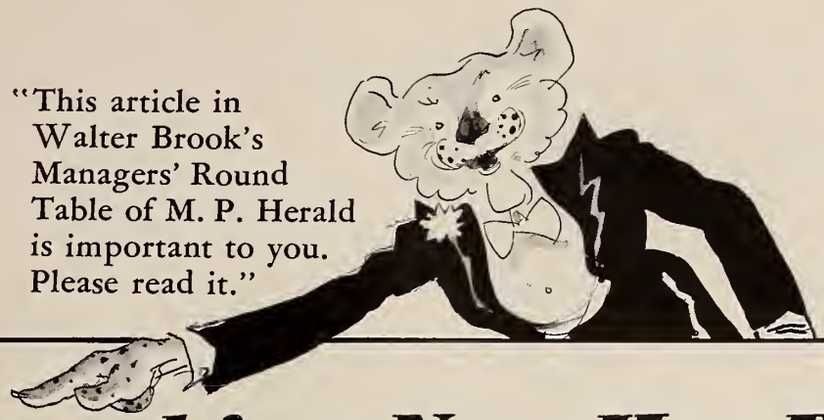
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from JOHNNY COY
SUNNY GALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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$1.80 WORTH OF MATS FOR 35¢!



"This article in Walter Brook's Managers' Round Table of M. P. Herald is important to you. Please read it."

Something New Has Been Added— Pressbooks Are Better Than Ever

M-G-M announces, in its pressbooks for "Young Man With Ideas" and succeeding issues, a new, complete campaign mat, similar to the one illustrated at right, for theatres with minimum advertising budgets. It's a bargain, and we invite you to check, item for item, and see how much you get for your money.

All of the ad and publicity mats shown are on one mat, which sells for 35c and even includes enough borders to makeup your newspaper advertising with new designs each time. If all of the mats illustrated were bought separately, at the prevailing cost of 15c per column, it would add up to $1.80, so you save the difference above 35c when you buy this big economy size.

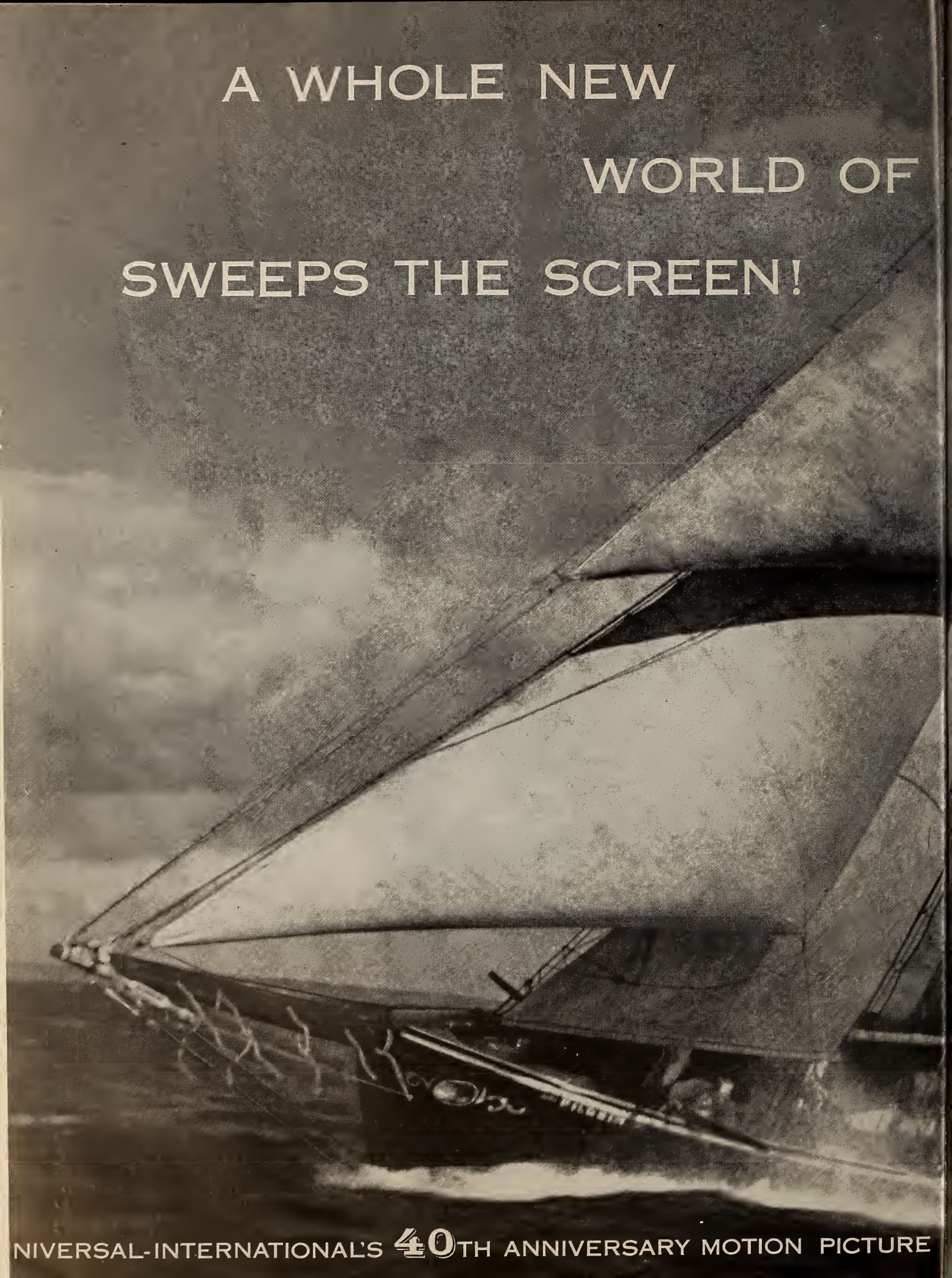
And it's more than an economy, it's encouragement to buy and use mats, which have always been a bargain in showmanship—and are now proof of the fact that "pressbooks are better than ever." Included are a couple of publicity mats, which managers should buy more often. Show them to your newspaper man, and we'll gamble that he'll use them in free space, to illustrate a reader or a review. Newspapers have to buy filler material for their pages.

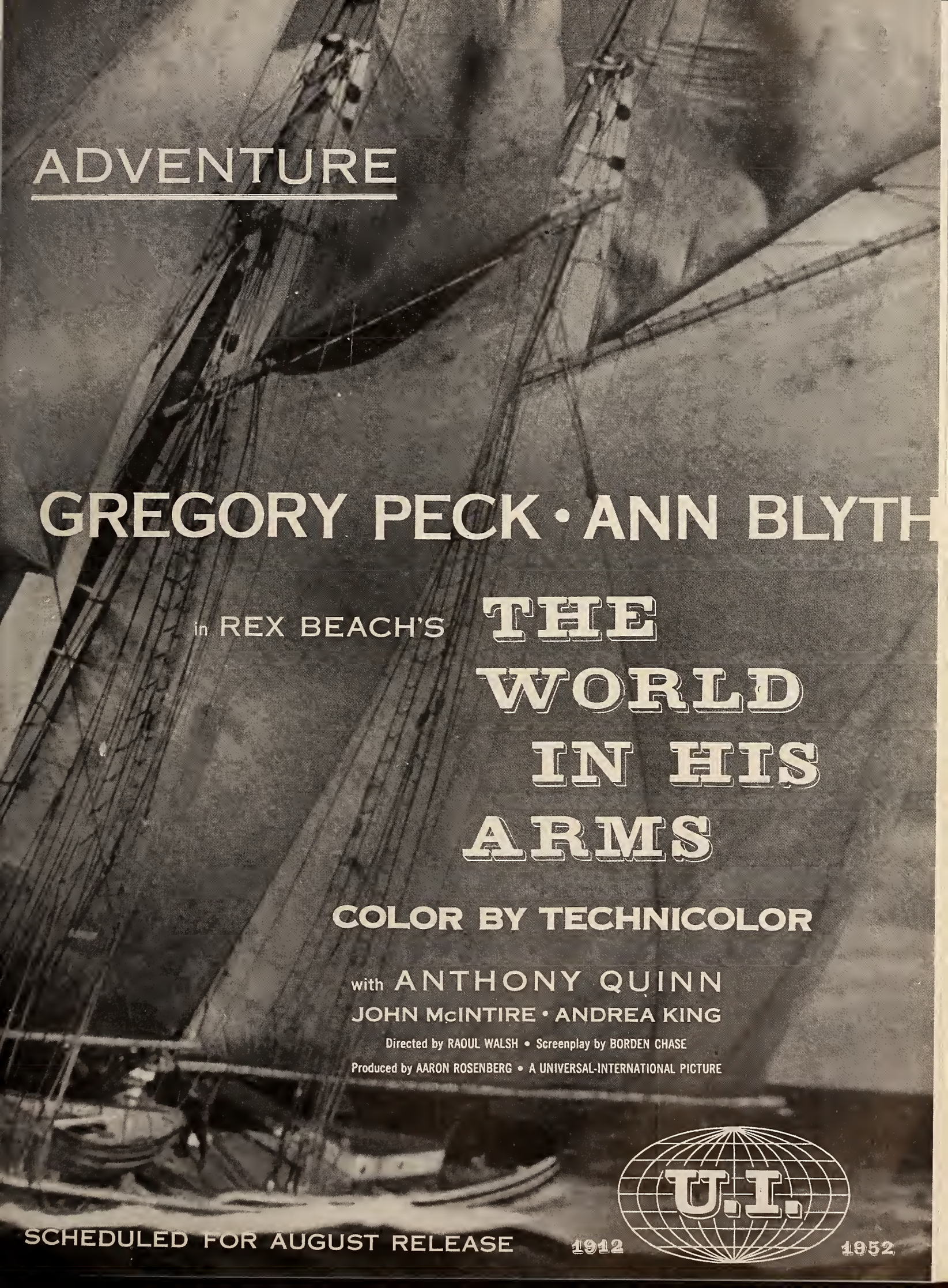
M-G-M says "Exhibitors asked for it, and M-G-M provided a new advertising mat service, designed especially for small theatres." M-G-M wants exhibitors to write and tell them what they think of this innovation in Metro pressbooks. We'll say right here, it's the best step forward since Barnum invented showmanship. Be sure you take advantage of it.

Look in your new Metro pressbooks, study this new feature, comply with M-G-M's request and tell them what you think. They want to know; and we want to see evidence that smart managers in small situations are using good materials when offered and available. This beats anything in the line of "utility" mats or small-situation layouts, that has been seen, anywhere, and should have a good response from theatre managers, who are asked to express their approval, and offer suggestions for further improvement.



P. S. You'll find this same service in the press books of these big pictures: "Scaramouche", "Lovely To Look At", "Ivanhoe", "The Merry Widow", "Pat and Mike", "Because You're Mine", "Mr. Congressman", "Carbine Williams"—in fact in every M-G-M press book.


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House Probe

(*Continued from page* 1)

tee are: Representatives Klein (D., NY); Carlyle (D., NC); Thornberry (D., Texas); O'Hara (R., Minn.); Chenoweth (R. Colo.) and Denny (R., Pa.).

TV Films, Not Theatrical, Seen Involved in Probe

Executive opinion here yesterday inclined to the belief that theatrical motion pictures of the organized industry are not likely to be involved in the House Commerce Committee's investigation of television programs.

It was pointed out that the organized industry's theatrical films are produced under its self-regulatory system, administered by the Production Code Administration in Hollywood, and that in consequence no serious complaint against PCA-approved films has been raised by public groups for many years.

See Limited Probe

It was the opinion of most of those queried that the House committee's film investigation will be limited to the suppliers of films to television and their responsibility for the content of such films. Some theatrical films on television, it was pointed out, were made without scripts being submitted to PCA, or were completed and released without Code seals of approval. In addition, films from sources outside the Hollywood industry and films made especially for television are not subject to the industry's self-regulatory machinery. It is felt that such films will attract most of the committee's scrutiny, with all of television's film supply getting some attention, but that the theatrical motion picture from the organized industry either will not be involved at all, or if so, only superficially, and in direct ratio to the extent of its use on television.

Fight Telecast

(*Continued from page* 1)

which TNT also attempted to obtain, it is believed that the higher price offered by home television deprived theatre TV of the June 5 event. TV and radio rights for the bout were sold to National Broadcasting and the Gillette Razor Co. for $175,000. A spokesman for the International Boxing Club commented that the $175,000 figure apparently was more than theatre TV had to offer.

Pro-Football Teams Limit TV Games

PHILADELPHIA, May 22. — Three professional football teams have signed television agreements blacking out all 1952 home games.

The contracts were signed by representatives of the New York Giants, Philadelphia Eagles and Pittsburgh Steelers with Commissioner Bert Bell of the National Football League and advertising agency officials. The agreement will give home-town TV viewers a look at six "away games" for each team, but all home games will be kept off the TV medium.

'Hall' Wins Coverage

The country edition of the *New York Daily News,* reputed to have circulation across the nation, this week will contain a page one pictorial treatment and double-truck pictures on the Radio City Music Hall.

Review

"Actors and Sin"

(Sid Kuller-United Artists)

TWO stories, one of the Broadway stage and the other of Hollywood, are presented in this Ben Hecht vehicle. The dual format is not a bargain package, though, with the audience getting double its money's worth.

The first half of the film is devoted to an over-melodramatic, tiring tale of the rise and fall of a Broadway stage star. The other half of the film—the portion which carries a hilarious punch—is a burlesque of the celluloid world-of-make-believe.

Sensitive Hollywoodians may wince at Ben Hecht's portrayal of Hollywood in the late 1930's. The public, however, may roar at the absurdity of the plot, situations and characters. For in the sequence of "Woman of Sin," the public's ridiculous legend of Hollywood is taken at face value and thrown on the screen, with amusing results.

"Woman of Sin" concerns a nine-year-old child, Jenny Hecht, who has written a trashy, infantile script bearing the same title. The script is seized upon by the top executive of a leading studio and billed as "the most sophisticated sex drama ever filmed." A multi-million-dollar production schedule on the film gets underway, without anyone at the studio being aware that the script was fashioned by a nine-year-old girl.

Everyone plays his role to the hilt, Eddie Albert, as the writer's agent, Alan Reed, as the head of Empire Studio, Tracey Roberts, as the agent's secretary, and Jody Gilbert as the child's mother.

The hoax is discovered, to be sure, but the Empire Studio film has its premiere at the Chinese Theatre, with the winking inference that the secret can be kept from the public.

Hecht's burlesque of Hollywood, however, takes an odd turn in this dual package. For his "Woman of Sin," placed side by side with the first story, titled "Actors Blood," could be interpreted as kidding the first story. The plot reaks with age, and the actors posture and characters are lifeless symbols. It could well be a nine-year-old's conception, some may say. Talents of such players as Edward G. Robinson and Marsha Hunt are wasted to a large extent.

Others in the cast in "Actors Blood" include Dan O'Herlihy, Rudolph Anders, Alice Key and Rick Roman. Others in the cast of "Woman of Sin" include Paul Guilfoyle, Doug Evans and George Baxter.

The executive producer was Sid Kuller, while Ben Hecht, besides writing the script, produced and directed.

Running time, 85 minutes. General audience classification. Release date, not set.

MURRAY HOROWITZ

SWG Fights

(*Continued from page* 1)

House Un-American Activities Committee.

The SWG's action is a test case, SWG counsel asserting that failure to obtain a reversal would have the effect of reducing all union contracts to the status of mere agreements unenforceable without legal action by individuals.

The guild also reaffirmed its determination to proceed with the Thurman Arnold case against the majors, in a resolution reading "resolved that the SWG reiterates its historic stand against Communism and Communists within and without the guild. We are pressing the Thurman Arnold suit to establish protection for those members innocent of Communist belief or affiliation, who may be carelessly or inaccurately identified as being in the Communist camp.

"We are not conducting this suit to aid, defend or in any way protect those who have been clearly and positively identified in testimony given under oath before the House Un-American Affairs Committee or any other national governmental body as having Communist affiliations."

Ferrer Film Picketed At Baltimore Stanley

BALTIMORE, May 22.—The American Legion is picketing the Stanley Theatre here because Jose Ferrer, star of its current film, "Anything Can Happen," is on the Legion's blacklist. Daniel Burkhardt, state adjutant of the Maryland Department of the Legion, said Ferrer is one of 25 actors or entertainers blacklisted by the Legion on grounds of "questioned loyalty."

Golf Tourney

(*Continued from page* 1)

up; Sol Strausberg, longest drive; Irving Moross, longest drive runner up; Abe Dickstein, booby prize.

Dave Dash, booby prize runner up; Sam Krumholz, best dressed golfer; Joe Malcolm, a hole in one; Tom Gerety, hole in one runner up; Murray Schoen, birdie; Al Szeckler, birdie runner up; and Arthur Bernhardt, early bird.

The winners of the Cinema-Friars competition was the Cinema Lodge team consisting of Monroe Greenthal, Ed Fabian, Len Gruenberg and Robert Sherman.

The foursome winners included: Jack Hoffberg, Mort Weiss, Jack Rosner, Paul Lazarus, Jr., Francis Steinbauer, Charles Aaronson, Jesse Goldberg, Sonny Conklin, Tom Gerety, Murray Schoen, Moe Kalina, Arthur Gold, Mort Sweig, Norman Bender, Ira Herbert, A. R. Hamerslag, Martin Moskowitz, Ted Sullivan, and Ralph Harder.

The foursome runner ups are: Wolf Charney, Stanley Kolbert, Milton Salzberg, Leo Jaffe and Irving Moross (combination), George Hornstein, Herman Schleffer, Saul Strasberg, Joe Malcolm, Burton K. Robbins, Milton Herman, Fred Steier, Al Rylander, Al Szekler, Bernard Zimetbaum, William White, Lester Gutterman, Louis Wolfe, Bingo Brandt and Allen Smith.

New Howard Policy

BOSTON, May 22.—The old Howard Theatre, recently purchased by Frank Ingalls and Frank Bryant from Al Somerby, will reopen in the late summer, it was announced by Ingalls. The policy will be burlesque and motion pictures.

Exhibitor Tells FCC Of '37 Para. Deal

WASHINGTON, D. C., May 22.—Miami exhibitor Charles Walder told the Federal Communications Commission Paramount hearing today that in 1937 he was "forced" to turn over the management of his Tivoli Theatre to Paramount in exchange for fresh pictures.

Walder declared that because of his inability to get products less than three to nine months after it played first run, he made an arrangement in 1937 with Paramount Enterprises, Inc., a Paramount subsidiary.

Under the terms of the contract, Paramount Enterprises took over the management of the theatre retaining Walder as manager, and gave Walder 50 per cent of the profit. When the agreement expired in 1942, Walder continued, Paramount Enterprises asked for 75 per cent of the profits. He said he did not want to agree to this but that he felt he could only get fresh product by tying in with Paramount.

He declared that the profit figure for Paramount was finally cut to two-thirds under the new contract but that he was ousted as manager. He told FCC hearing manager Leo Resnick that he regained control of the Tivoli in 1948 at the time of the consent decree and has operated it profitably ever since.

When Paramount Pictures attorney Louis Phillips asked him about an admission price raise at the Tivoli after he regained the theatre, Walder said that he had completely remodeled the house and felt because of that he could raise the admission price. He put the rise at about five cents, and said that Paramount had left the building in a deplorable condition.

Walter filed a still-pending antitrust suit against Paramount in 1950, asking $790,000 in damages. He will return to the stand tomorrow.

'Movietime' Troupe

(*Continued from page* 1)

cessful in creating goodwill for the industry in the four cities.

Because of the sudden illness of a relative, Don DeFore was obliged to leave the troupe at Hazelton and fly back to Hollywood. Harriet Parsons, RKO Radio producer, joined the troupe tonight in Harrisburg.

Miller Heads KC 'Movietime' Drive

KANSAS CITY, Mo., May 22.—The Allied unit of Kansas and Missouri has designated Beverly Miller to represent this group in plans for "Movietime, U.S.A." activities in the Kansas City area this year.

Meanwhile, Arthur Cole, president of the Motion Picture Association of Greater Kansas City, conferred wtih representatives of the Welfare Department of Kansas City, Mo., and adherents of various points of view on censorship.

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VOL. 71. NO. 102 NEW YORK, U.S.A., MONDAY, MAY 26, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

STRAWS - IN - THE - WIND which may or may not indicate Allied States' eventual position with respect to its participation in the proposed new system of industry arbitration are being freed by Allied's regional units.

The regionals, without exception, are reasserting Allied's call for "all-inclusive" arbitration — meaning film prices—as approved by the national convention last fall. Membership bulletins are firmer on the subject even than was Allied's board in its spring meeting last month. The board again called for "all-inclusive" arbitration but in effect, left an "out" by adding that it would consider a circumscribed plan, if that is the best obtainable.

In the current drafting of the proposed industry arbitration plan no consideration can be given to the type of all-inclusive arbitration sought by Allied, because the industry conference last month gave no authorization for it.

It is reported now that Allied recently, and privately, re-stated its position to distribution on the minimum scope of industry arbitration its April board meeting believed to be necessary for approval.

The minimum, of course, still is "all-inclusive."

Last week the annual convention of the I.T.O. of Ohio adopted a resolution calling for the all-inclusive system approved by the national convention. Other such resolutions, as more Allied units convene, need surprise no one.

• •

THEATRES are urged to show the United Cerebral Palsy campaign trailer, available now and throughout June at National Screen Service exchanges, territorially.

Produced by Republic Pictures and starring John Wayne, the trailer is the principal appeal to be made to the public through the industry for assistance in making treatment possible for the thousands of Americans handicapped by cerebral palsy. Many in your audiences will be happy for the opportunity to give. To the others, the trailer will be no embarrassment. Its explanation of cerebral palsy and its appeal for campaign contributions are such that public or private donors will be interested and encouraged.

Do your part. Run the trailer.

$1,768,000 Extra Goes to 'U' Under Deal With Realart

Universal's Realart reissue deal yielded "U" an additional $1,768,000 in income between June 1, 1947 and the end of the last fiscal year, Universal reported at the weekend. This is apart from the minimum consideration provided for under the terms of the agreement, namely $3,250,000.

In addition to the latter figure the company is entitled to receive from Realart 35 per cent of all gross receipts in excess of $9,714,286 received by the latter from the reissue of Universal pictures, except that in the case of certain of such pictures, Universal is entitled to receive from 25 to 30 per cent of the gross.

Realart, under the deal, is entitled to reissue in the U. S., Alaska and Hawaii substantially all of the pictures produced and distributed by Universal for the seasons 1933-34 through 1945-46. All of the pictures covered by the pact already have become available for reissuance.

Universal made the disclosure of the Realart deal profit and terms in a new prospectus, issued primarily for the purpose of noting that 234,500 shares of common stock are covered by warrants and that 89,600 such warrants have been exercised.

Telenews Planning Political Coverage

Telenews Productions, Inc., is in the process of completing plans with the Republican and Democratic national convention committees for film coverage of the July nominations in Chicago.

Ted Genock, Telenews editor-in-chief, reports that a staff of more than 25 will cover the sessions. Camera crews will operate on the convention floors and at the headquarters of both parties.

MPEA to Meet Wed. On French Plans

The Motion Picture Export Association board will meet here on Wednesday for further discussion of the four alternate counter-proposals made by the French during the initial negotiations for a new film agreement.

Eric A. Johnston, MPAA president, company presidents, and foreign managers will attend.

U.A. HAS 42 SET TO END OF 1953

U.A. Helped Finance Nearly Half of New Product; Plans More

That United Artists has embarked upon a program of extensive participation in financing production for its release was disclosed by Arthur Krim, president, at a news conference here on Friday.

In the company's release schedule already set for the next 18 months there are, as of now, 42 features, in at least 20 of which, or approximately half, U. A. has a financial interest, Krim revealed. The financing, he said, is being provided largely by the Walter Heller

(*Continued on page 2*)

Marcus Shifted from D. of J. Film Cases

WASHINGTON, May 25. — Philip Marcus, who has been the Justice Department attorney handling motion picture cases since the resignation of Robert L. Wright, has been transferred to other work in the anti-trust division, effective June 1.

His film work is being split up among several other attorneys. Maurice Silverman will handle questions rolling out of the Paramount case judgments, while new litigation work will be under as yet undesignated attorneys in the litigation division.

This will be the first time since the

(*Continued on page 6*)

Arbitration 'Gains' Hailed by Wolfson

In a Theatre Owners of America "progress report" issued to members at the weekend, Mitchell Wolfson, TOA president, declared himself "extremely pleased with the progress made at the initial meetings" of the Industry Arbitration Conference.

It is hoped, he added, that before a plan is finally adopted the area of agreement and the scope of arbitrability will be "even wider" than has thus far been agreed on by the conference. The conference met for the first time last month and will reconvene here on June 16.

Probable Record Seen For Company; Another 12 Likely to Be Added

A partial release schedule of 42 pictures for the 18 months from July 1, next, through 1953, was announced for United Artists here on Friday by Arthur Krim, president.



Arthur Krim

The 42 pictures, representing an estimated production investment of between $25,000,000 and $30,000,000, include only those for which firm release commitments have been concluded by U.A. with producers. Some of the 42 have been completed, others are in work and all of the remainder are in some stage of preparation, Krim said.

A minimum of another 12 pictures,

(*Continued on page 2*)

Leonard Goldstein Leaving Universal

HOLLYWOOD, May 25.—At his request, producer Leonard Goldstein has been released from his association with Universal-International. It is understood he will join 20th Century-Fox after the expiration of his current Universal contract on May 31.

Termination of the association was described by the studio as being due

(*Continued on page 6*)

Today's Business: Peaks and Abysses

Asked for his observations on the state of current business and probable future prospects, Arthur Krim, United Artists president, told newsmen at a press conference here on Friday:

"We're startled by how high business can go and startled by how low it can be. The former boundaries at which business leveled off seem to have disappeared."

Personal Mention

RAY E. MOON, assistant domestic sales manager for Universal, will be in Chicago today from New York.

•

WALTER BRANSON, RKO Radio's Western division sales manager, and SIDNEY KRAMER, short subjects sales manager, will arrive in Chicago today from New York on the first stop of a tour of Western exchanges.

•

AL LEWIN, M-G-M producer, arrived here from the Coast Saturday and on Wednesday will leave for Europe.

•

F. J. A. MCCARTHY, Southern and Canadian sales manager for Universal Pictures, will leave here today for New Orleans.

U.A. Financed

(*Continued from page* 1)

Co. of Chicago, but private interests and Chemical Bank & Trust Co. and other New York banks, also have supplied limited funds for the purpose.

Moreover, Krim confirmed that U.A.'s management in its long-range planning already has begun to give consideration to a program of production financing and partnerships with producers which ultimately could lead to the company's being financially responsible for the major part of its product. Krim made it clear, however, that the idea is only in the earliest of discussion stages.

Complete Departure

Should the plan be realized, it would constitute a complete departure by U.A. from its traditional role as a distributor, exclusively. From its inception, the company has obtained its revenue entirely from distribution fees, which are believed to range around 35 per cent at this time. Going into the fiscal end of production opens up to U.A. the prospect of greatly expanded income from box-office successes but, of course, involves the risks attendant upon all production investments, also.

It would, however, give the company the benefit of certainty of product supply, well in advance, and would eliminate the need for the extensive picture-to-picture negotiations now necessary to build up its release schedule.

Krim declined to identify the 30 pictures in which U.A. now has a financial interest, but inadvertently revealed that five of them will be made in England, thus giving U.A. the right to participate, in proportion to its investment in the five pictures, in the British government's Eady Plan under which a small portion of box-office receipts in that country are returned to producers to help stimulate production there.

Krim also pointed out that the five British productions will qualify as quota pictures in Britain for U.A., thus solving a minor problem for the company in that market. Four of the five pictures to be made in England are: "Melba" and "The Witness," Sam Spiegel productions; "Rough Shoot," a Raymond Stross production, and Steve Pallos' "The Fake."

U.A.'s new management wound up 1951 with a profit of approximately $550,000. Krim said the company is in the black this year to date, and he expects results for the whole year to be "at least as good as last year."

20th's Engineers Will Meet Here to Set Up Timetable for Eidophor Shows

Twentieth Century-Fox engineers are scheduled to meet at the home office today to lay the groundwork for a demonstration timetable for the public exhibition of 20th-Fox's Swiss Eidophor CBS color theatre television system, which was unveiled for the first time in this country at last week's stockholders' meeting.

Earl Sponable, 20th-Fox research director, said the engineers would set up a timetable for technical improvements which still have to be made and advise president Spyros P. Skouras of their findings. Sponable estimated that the engineers could work out all technical problems in two weeks, leaving the actual dating of the first demonstration to Skouras.

UA Sets 42 for 18 Months

(*Continued from page* 1)

for which releasing deals have not yet been completed, will be added to the 18 months' release schedule in the near future, bringing it to at least 54 features. The additions will make it possible for U.A. to maintain the average of three releases per month which it established this year.

May Add 'Limelight'

Charles Chaplin's "Limelight," now completed, may be among the pictures to be added to the schedule. Krim left here on Friday for the Coast where he will continue negotiations with Chaplin for U.A. release of the picture and will pursue negotiations with other producers during his stay of several weeks in Hollywood.

Krim said the schedule is probably the largest and covers the longest release period for definite product in United Artists' history. Robert Benjamin, U. A. partner, pointed out that with 16 of the 42 pictures in color, the proportion of tint negatives is four to five times greater than in any previous U. A. line-up.

Max E. Youngstein, U.A. vice-president, called attention to the preplanning of advertising, publicity and exploitation campaigns for the pictures which the long-range release schedule makes possible. Another innovation in recent U.A. experience, he said complete campaigns on individual pictures now can be efficiently planned and executed to obtain maximum results.

The product definitely set as of now includes 13 pictures for the last half of this year. They are:

"Outcast of the Islands," produced and directed by Carol Reed, with Ralph Richardson, Trevor Howard, Robert Morley and Karima; "High Noon," Stanley Kramer production, directed by Fred Zinneman, and starring Gary Cooper; "Island of Desire," with color by Technicolor, David E. Rose production, starring Linda Darnell and directed by Stuart Heisler; "Park Row," starring Gene Evans and Mary Welch, produced and directed by Samuel Fuller; "Encounter," starring Paul Muni, produced by Bernard Vorhaus and directed by Joseph Losey; "Cry the Beloved Country," (temporary title), a Zoltan Korda production, starring the late Canada Lee; "The Thief," starring Ray Milland, a Harry Popkin production; "Planter's Wife," with Claudette Colbert and Michael Redgrave, a J. Arthur Rank production; "The Ring," a King Brothers production; "Venus Women," in Super-Cinecolor, a Eugene Frenke production; "Kansas City 117," an Edward Small production, starring John Payne and Coleen Gray; "South of Algiers," color by Technicolor, starring Van Heflin and Wanda Hendrix, and "Glass Wall," starring Vittorio Gassman and Gloria Grahame, produced by Ivan Tors and directed by Maxwell Shane.

Cooper in 'Paradise'

Set for 1953 release are: "Return to Paradise," starring Gary Cooper, an Aspen production, directed by Mark Robson; "Finishing School," produced and directed by Bernard Vorhaus; "Moulin Rouge," a John Huston Technicolor production, starring Jose Ferrer; "Melba," a Sam Spiegel Technicolor production, starrin Patrice Munsel; "Return of the Corsican Brothers," starring Louis Hayward, produced by Edward Small and directed by Ray Nazarro; "Savage Frontier," Yvonne de Carlo starred, in Technicolor, produced by Edward Small and directed by Sidney Salkow; "Indian Fighter," a King Brothers production in Technicolor; "Rough Shoot," starring Joel McCrea and Evelyn Keyes, a Raymond Stross production, directed by Robert Parish; "Morassi," in color, a Breakston-Stahl production, starring Richard Denning and Martha Hyer; "Ring Around Saturn," a Nassour Brothers production; "Khyber Pass," an Edward Small Technicolor production; "The Fake," Steve Pallos production; "Prisoner's Island," Edward Small production; "Girl on the Via Flaminia," an Anatole Litvak and Benagoss production, with two top stars to be set; "The Moon Is Blue," F. Hugh Herbert production, to be directed by Otto Preminger; "Navajo Canyon," an Edward Small Technicolor production; "The Syndicate," King Brothers production; "Fort Courageous," Joseph Ermollief production.

Also: "The Witness," starring Ingrid Bergman and Marlon Brando, a Sam Spiegel production; "Until They Sail," based on the James Michener story, in Technicolor, an Aspen production, with Robert Wise directing, and two top stars to be set; "Miss Hargreaves," starring Katharine Hepburn, produced and directed by John Huston; "Jehad," in Technicolor, a Nassour Brothers production, starring Maureen O'Hara and a top male star now being negotiated for; "The Ninth Man," in Eastman color, to be produced by John Bash with a top star now being negotiated for, and Milton Krims directing, and the following Edward Small productions: "Daughter of Mata Hari," in Technicolor; "The Charge of the 600," "Tiger River," "Timbuctoo," "King Solomon's Wives," and "Black Grandee," in Technicolor, a Nassour Brothers production.

Newsreel Parade

PRESIDENT TRUMAN'S West Point address and Gen. Eisenhower's farewell to Europe are current news highlights. Other items include Eric Johnston's talk on films, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 43—President Truman's speech at West Point. Gen. Ridgway's address to Congress. France honors Eisenhower. Eric Johnston talks on films. Europe-bound liner jammed. Rodeo. Auto thriller.

NEWS OF THE DAY, No. 277—Truman tells of atomic weapons progress at West Point. Congress hears Ridgway blast Communists. France honors Gen. Eisenhower. Windsors sail for Europe. Auto race. Polo

PARAMOUNT NEWS, No. 80—President Truman at West Point. Gen. Ridgway makes the headlines. Dress and bathing suit fashions. Eric Johnston talks on films. "Ike's" days of farewell to Europe.

TELENEWS DIGEST, No. 21-B—President Truman's address at West Point. Hollywood: New "Freeway Highway." United States aid abroad. England: Royalty at flower show. Pennsylvania: Steeplechase.

UNIVERSAL NEWS, No. 563—Future generals at West Point. Eisenhower's farewell in Denmark. News in brief: road building in Chile. Iraq Regent in Spain. Miss Universe. Daredevils on wheels.

WARNER PATHE, No. 82—Ridgway reports to Congress. Truman's address at West Point. France bids "Ike" goodbye. Fawn in the news. Chile modernizes highway. Miss France. Eric Johnston talks about films.

Big Promotion for 20th's 'Courier'

A national advertising campaign planned to achieve a readership penetration of 133,000,000 "and one which marks a record use of Sunday supplements as a media to merchandise films," has been scheduled by 20th Century-Fox for "Diplomatic Courier," the company reported at the weekend.

The drive is being concentrated in major newspapers, leading news magazines, and local Sunday supplements in 141 specially selected markets.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address,"Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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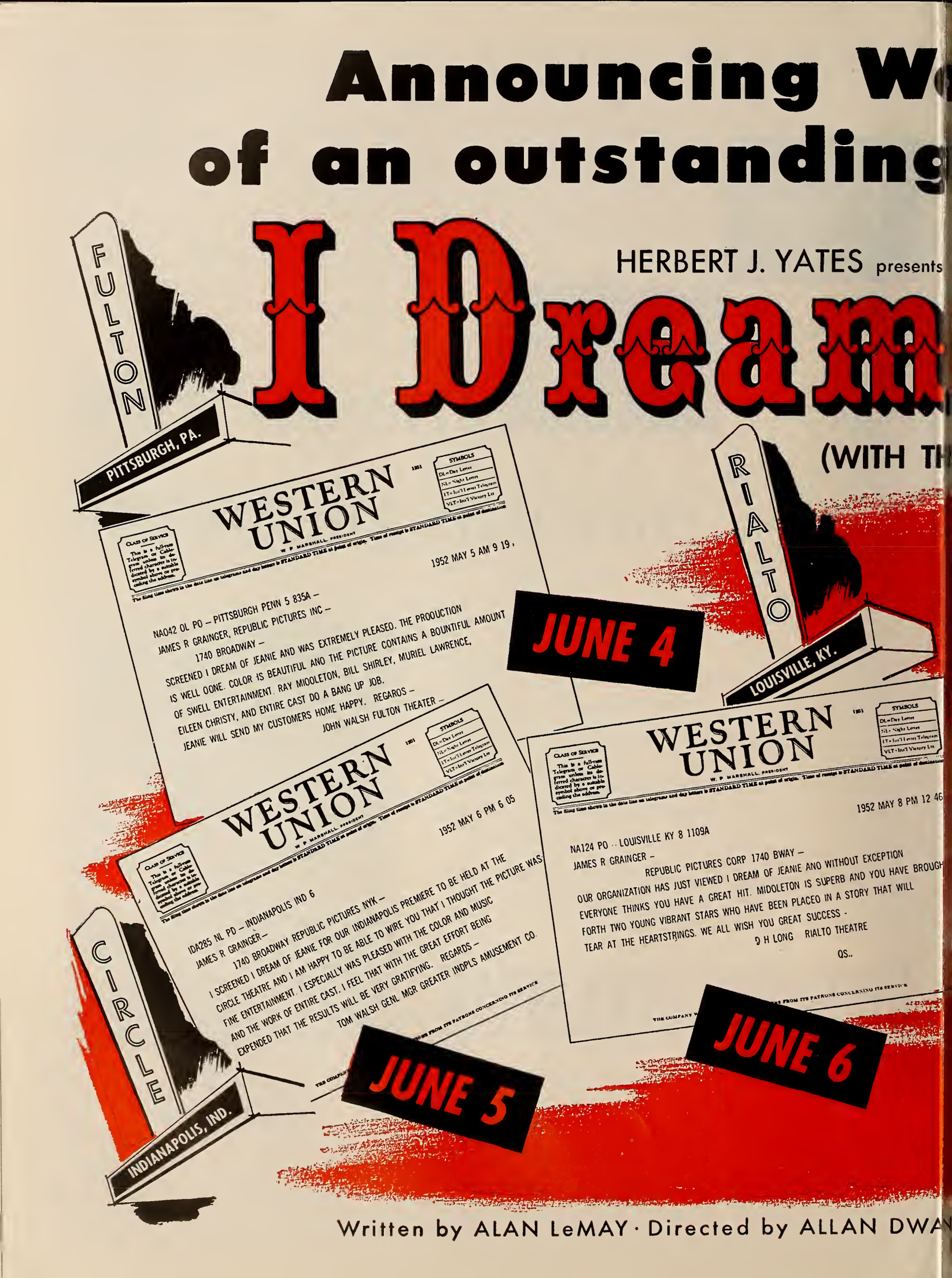
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A REPUBLIC PICTURE Republic Pictures Corporation

Final MGM Sales Meet Opens Today

M-G-M's fifth and final sales conference will get under way today at the Astor Hotel here when 38 men from the six branches under the supervision of John P. Byrne, Eastern sales manager, meet for the first of a three-day session.

Charles M. Reagan, general sales manager, will preside and will be flanked on the dais by a home office contingent consisting of Edward M. Saunders, Jay Eisenberg, H. M. Richey, M. L. Simons, William B. Zoellner, Dan S. Terrell, Paul J. Richrath, Herman L. Ripps, Joel Bezahler, Richard A. Harper, and Arthur Canton.

Others attending the sessions will be: Saal Gottlieb, Lou Allerhand, John J. Bowen, Harry W. Miller, Robert Ellsworth, Edward Richter, Harold Zeltner, Robert Krause, Elliott Foreman, Phil Gravitz, Ray Cairns, Jack Goldberg, Arthur Horn, Ralph Ripps, Abe Bernstein, Ben H. Rosenwald, Ben Bebchick, Ray Curran, William A. Maaden, Charles Repec, Joseph Rahilly, Floyd Fitzsimmons.

Also, Jack B. Mundstuk, Edward Susse, Abe Harris, Gerald McGowan, Grover Fuller, Robert Lynch, Louis Formato, Ed Gallner, Clarence C. Pippin, Frank Jelenko, Frank Sculli, William Hopkins and Harry W. Bache.

Leonard Goldstein

(*Continued from page* 1)

to the inability of Goldstein and the company to reach an agreement on terms of a new contract.

N. J. Blumberg, U-I president, stated that "our association with Leonard Goldstein these past years has been most congenial and productive. Our studio heads, Leo Spitz and William Goetz, agreed that we could not ask Mr. Goldstein to remain under arrangements which he felt were not conducive to his best interests. It is with sincere regret that we end our splendid association. We hold Mr. Goldstein's ability in highest regard and wish him continued success in the future."

Review

"Wait 'Til the Sun Shines, Nellie"

(20th Century-Fox)

REMINISCENCE, ever a reliable screen commodity, is purveyed with touches of humor and pathos in producer George Jessel's latest for 20th Century-Fox. This gentle retrospective picture focusses on a small town and its people in the early portion of the present century and pinpoints that important and thriving institution and sanctuary for members of the male sex, the village barbershop. Here we see and hear the local quartet render in wistful tonalities the title song and other early 1900 melodies and observe the growth of the community through the eyes of the barber, a role most ably filled by David Wayne.

Completing the starring roster are Jean Peters and Hugh Marlowe. She is "Nellie," whom Wayne as a young man marries and brings to Sevillinois, Ill., where he opens a much-needed tonsorial parlor. Setting in a small town is a hard pill for Nellie to swallow, for her ambition ever has been to live in Chicago. She resigns herself, however, to being happy with Wayne. They have two children and prosper.

When the Spanish-American war calls the barber to service, Nellie, in a moment of fury over her husband's evident determination to remain a small-towner, accepts Marlowe's invitation to accompany him on a visit to Chicago. They are killed in a train wreck. Wayne, humiliated and heartbroken, becomes increasingly difficult to get along with. Time marches on, and we observe the children's fate, a tragic one being in store for the son, Tommy Morton, who successively is a vaudeville performer, a soldier, a barber and a gangster. Morton, incidentally, demonstrates a distinctive acting style which should spell a successful career in Hollywood.

Filmed in color by Technicolor and carefully fashioned with a view to pleasing family audiences, "Wait 'Til the Sun Shines, Nellie" is one of those reminiscent pictures that always seem able to work up strong word-of-mouth advertising. That, plus its star appeal and Jessel's imprimatur should mark it for considerably more than average success at most box-offices.

Rounding out the sizeable cast are Albert Dekker, Helene Stanley, Joyce MacKenzie, Alan Hale, Jr., Richard Karlan, Merry Anders, Jim Maloney, and others. Henry King directed, from a screenplay by Allen Scott which the latter and Maxwell Shane adapted from a novel by Ferdinand Reyher.

Running time, 108 minutes. General audience classification. For July release.

CHARLES L. FRANKE

Schine Presses Sale Of 25 Under Decree

GLOVERSVILLE, N. Y., May 25.— Schine Chain Theatres of this city is advertising 23 theatre properties, one undeveloped site and one non-theatrical property for sale in its effort to comply with its Federal Court consent decree entered into in settlement of the government anti-trust suit.

Under the latest divestiture schedule, amended some time ago because of Schine's inability to dispose of properties within the original time limits, the circuit must dispose of eight properties by June 24, eight more by December 24, and the remainder by June, 1953.

DeMille Sees Impact In Religious Films

Cecil B. DeMille, speaking Friday night before the General Assembly of the Presbyterian Church of the United States in Carnegie Hall here, hailed the "miracle of motion pictures in possessing the true universal appeal to peoples of all faiths and shades of belief."

DeMille stressed the heavy responsibility which has come to motion picture producers by virtue of their tremendous audiences and their impact on the minds and emotions of those who see them. He called upon film-makers to accept their responsibility, and to act as missionaries in spreading the spiritual understanding which will unite the peoples of the world.

Marcus Shifted

(*Continued from page* 1)

filing of the government anti-trust suits against the industry in 1939 that the Department has not had a full-time special assistant in charge of motion picture litigation. At times there were several such assistants giving full time to such litigation. The Department declined to comment on the change but observers here believe it is dictated by lessening government legal activity involving the industry, as a result of the entry of consent decrees providing for divorcement by Paramount case defendants.

Book 'Faithful City' Into 22 N.Y. Houses

"Faithful City" produced in Israel and released here by RKO Radio, will open first-run in 22 New York neighborhood houses early in June.

The 22 are the first New York theatres to play the film since it had its world premiere at the Park Avenue Theatre in April.

Tells How B.&K. Got Interest in House

WASHINGTON, May 25. — Arthur Sass, Chicago exhibitor, declared over the weekend that in 1925 he was forced to give an interest in his New Alamo Theatre to Balaban and Katz.

Sass told the Federal Communications Commission Paramount hearing that when he started building his Alamo Theatre, Sam Katz, B. and K. topper, told him that there were already too many theatres in Chicago. Sass said he went ahead with construction anyway, and Katz suggested that Sass give B. and K. a 25 per cent interest in the theatre. In return for this, Katz said, B. and K. would guarantee films for the Alamo. Sass quoted Katz as telling him that B. and K. had "complete control" of product distribution in Chicago, and that if Sass went ahead with his theatre B. and K. would build a competing theatre which would get first-run.

Later, Sass declared, Barney Balaban participated in the discussions, telling Sass that he would get only inferior product for his theatre.

His attorneys advised him, Sass continued, that he had no recourse but to make the deal, and so in November, 1925 he agreed to give Lubliner and Trinz, a B. and K. subsidiary, a 25 per cent stock interest in the Alamo. In exchange, he said, he was guaranteed good product. In 1930, when the agreement expired, he sold out his 75 per cent interest to Lubliner and Trinz because he was "dissatisfied with the relationship" with B. and K. In 1933, however, he said, he regained a 10 per cent interest in the Alamo when Paramount went into bankruptcy.

Sass will return for cross-questioning some time next week. Tomorrow's witness is expected to be Texas exhibitor Donald Leverette.

Entire Rules Group Drafts Arbitration

Having discarded plans to name a sub-committee to draft an arbitration document, the Industry Arbitration Conference's Committee on Rules itself at the weekend began the drafting work, it was reported here by Herman M. Levy, committee chairman. Individual members of the committee planned to work on the drafting at their homes over the weekend, he added.

Levy will return to New York on Wednesday or Thursday from New Haven where he practices law. On either of those days, he said, the committee will hold a press conference to report on progress to date.

According to Levy, these are questions which the committee must discuss: (1) Can a uniform system of competitive bidding be agreed upon? (2) Can a set of "rules of the game" for competitive bidding be agreed upon? (3) Under what circumstances may what damages be awarded? (4) What other alleged "abuses" of competitive bidding do exhibitors want arbitrable?

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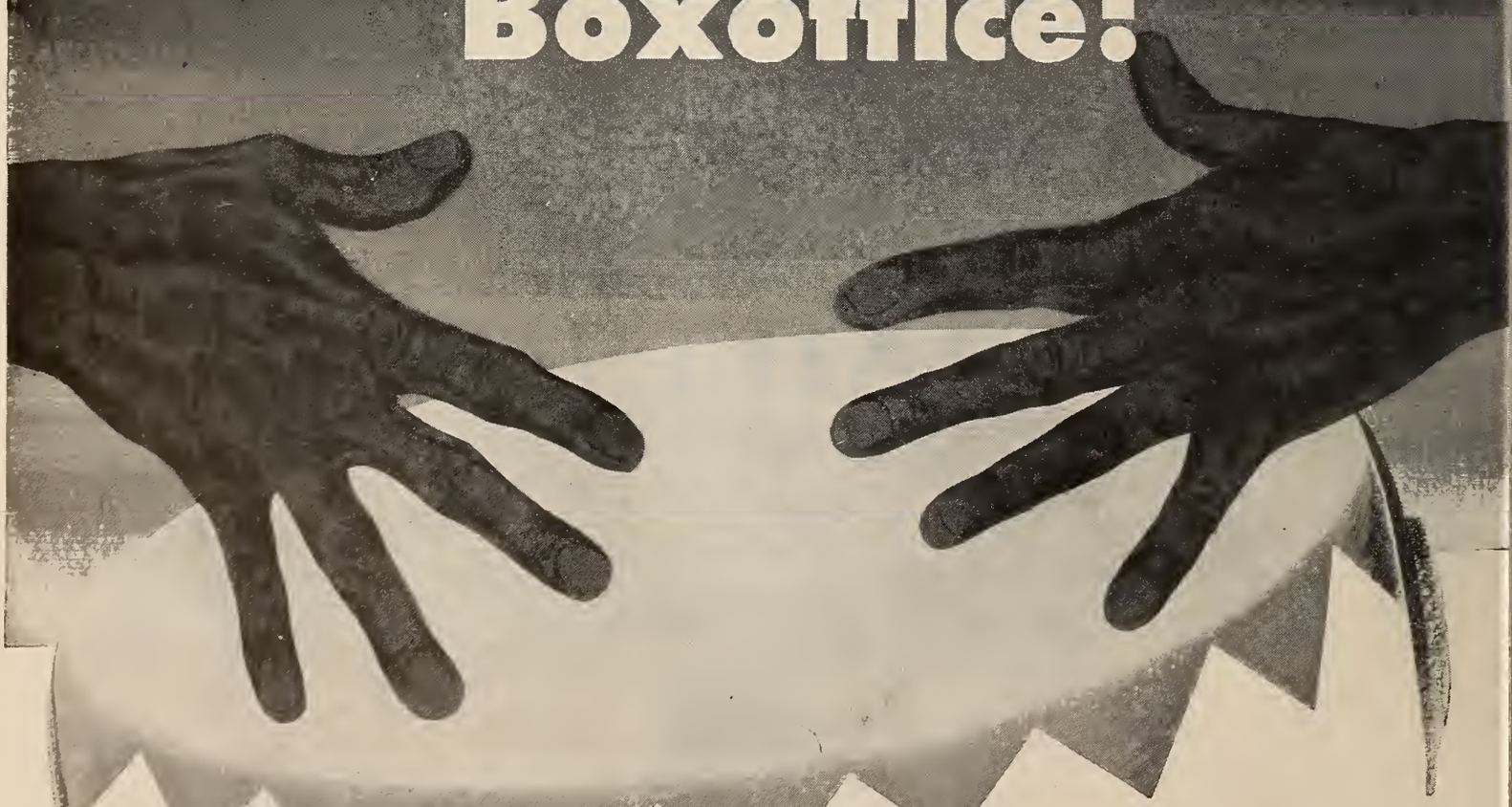
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High Court Holds Films Have 'Free Press' Status

Ruling in 'Miracle' Case Restricts Film Censorship to 'Exceptional' Cases; Holds 'Sacrilege' Does Not Justify Banning Film

By J. A. OTTEN

WASHINGTON, May 26.—The Supreme Court ruled today that motion pictures are included in the free speech and free press guaranties of the First and Fourteenth Amendments, and that state censorship of films can be sustained only in "exceptional cases."

The justices said New York State's attempt to ban "The Miracle" as sacrilegious was not such an exceptional case, and reversed lower court rulings upholding the state.

Justice Clark, delivering the court opinion, made it clear that censorship might be tolerated in some circumstances, but did not lay out what those circumstances might be. "Since the term 'sacrilegious' is the sole standard under attack here," he declared, "it is not necessary for us to decide, for example, whether a state may censor motion pictures under a clearly-drawn statute designed and applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First and Fourteenth amendments a state may not ban a film on the basis of a censor's conclusion that it is 'sacrilegious'."

While Clark put this narrow qualification on the High Court's ruling, the language used throughout his opinion was in fact very broad, and

(*Continued on page 2*)

Highlights of U.S. Supreme Court 'Miracle' Ruling

Following are highlights of the U. S. Supreme Court's decision, handed down yesterday, in "The Miracle" censorship case:

The court held that motion pictures are entitled to the protection of the First and Fourteenth Amendments to the Constitution, the free speech and press freedom amendments, thus reversing the court's 1916

(*Continued on page 5*)

Variety Sets 'P.R.' Drive Nationally

PHILADELPHIA, May 26.—Plans for launching a nationwide public relations program in behalf of Variety Clubs International were discussed at the Bellevue Stratford Hotel here over the weekend by Jack Beresin, international chief barker, and other newly elected officers.

Part of the program to make the public more conscious of the Variety Clubs' charitable work will involve a motion picture, in color by Technicolor. The committee which will produce the film includes Jack Chisholm of Associated Screen News of Canada, chairman, and Charles P. Skouras, president of Fox West Coast Theatres, and William J. German,

(*Continued on page 4*)

Seeks Coast to Coast Hook-up For Title Bout

Would Bring Robinson Fight to West Coast

Efforts are underway to theatre telecast the June 23 Robinson-Maxim bout from Coast-to-Coast, bringing the Yankee Stadium world light-heavyweight championship fight to large-screen theatre TV audiences in San Francisco and Los Angeles, it was learned here yesterday.

Theatre Network Television, which has booked the bout exclusively for theatres, is currently attempting to get long-line clearances from the American Telephone and Telegraph Co. TNT, without specifying the theatres on the West Coast, said it has received a number of requests from Coast exhibitors who disclosed that they have cleared the bout with local telephone companies, and would televise the event if A. T. & T. facilities can be procured.

Meanwhile, the Comerford Circuit, which has two theatre-TV equipped houses, one in Binghamton, N. Y.,

(*Continued on page 4*)

Films Not Alone In Business Dip: Wolf

LOUISVILLE, May 26.—In his address Wednesday evening before the annual convention in the Brown Hotel of the Kentucky Association of Theatre Owners, guest speaker Marc J. Wolf, president and general manager of Y. & W. Theatres, will point out that television is not "our great foe," but rather is only one of the reasons that business is below par. The principal reason, he declared, is "general economic conditions of the moment."

NCA Board Votes to Establish 'Caravan'

MINNEAPOLIS, May 26.—The North Central Allied board today unanimously ratified the action of national Allied at Colorado Springs condemning Paramount.

It also voted to establish an NCA "Caravan" to screen and report on all films to the members. The committee comprises E. L. Peaslee, chairman; Lowell Kaplan, Harold Kaplan, James Zein, Joe Milnar, Stan Kane and Kane's secretary, Betty Peterson.

Seeks to Sell Met. Playhouses Stock

RKO Theatres currently is turning to public advertisements in its efforts to dispose of its stock interests in Metropolitan Playhouses as required by the RKO Theatres consent decree.

The advertisements invite bids for RKO Theatres' 56,488—4/5 shares of its Class A stock in Metropolitan Playhouses, which operates over 100 theatres in Metropolitan New York and New Jersey. Class B stock in the

(*Continued on page 4*)

See 'Miracle' Ruling Not Settling Censor Issue

Industry attorneys and Motion Picture Association of America officials, while reluctant to interpret the Supreme Court decision in "The Miracle" case yesterday too broadly without having seen the complete opinions, for the most part saw little cause for jubilation in the decision.

It was their unanimous opinion that the decision has not outlawed a single censorship body, including the New York state censors involved in the case, and has done little more than hold the banning of a film on sacrilegious grounds to be unconstitutional. In anticipation of such a narrow finding, the industry had declined to participate in "The Miracle" appeal.

They were heartened, however, by the court's finding that films are entitled to the protection of the First and Fourteenth Amendments, and expressed the hope that the court will go on from there in deciding the industry's "Pinky" case to hold that films cannot be censored by any state or municipal body.

Eric Johnston, MPAA president, termed that part of the decision "a giant step forward toward removing all the shackles of censorship from the screen."

Johnston said he was delighted the court had held films to be part of the press and entitled to the free speech

(*Continued on page 5*)

Court May Rule On 'Pinky' Case Monday

Washington, May 26.—The Supreme Court did not act today on the "Pinky" case, the industry-backed test of the constitutionality of film censorship, which industry attorneys regard as basically broader than "The Miracle" case, decided today.

Court attaches here expect the "Pinky" decision to be handed down next Monday, the final decision day before the court adjourns until October. Industry attorneys are hopeful that the decision will go more to the heart of the constitutionality of censorship itself, than did "The Miracle" decision.

Personal Mention

JOHN FORD arrived here from London yesterday by plane.

•

BEATRICE M. CONLON, Society of Motion Picture and Television Engineers membership secretary, and her husband are celebrating their first anniversary by motoring through New York State on a vacation.

•

NATHAN GOLDEN, U. S. Department of Commerce film chief, is in Madrid from London and will visit Rome, Munich, Brussels and Copenhagen for talks with government officials and film executives before returning to Washington around the end of June.

•

CARL CLAUSEN, controller in Paramount's home office advertising department, is in Polyclinic Hospital here with a back ailment.

•

BARBARA MORGAN, secretary to HOWARD DIETZ, M-G-M advertising-publicity head, is recuperating from pneumonia at Manhattan General Hospital here.

•

DANNY KAYE has arrived in New York from Hollywood, and will leave today for Europe and North Africa under USO auspices.

•

MURIEL SMITH JACOBS, secretary to AL TAMARIN, United Artists assistant director of advertising-publicity, has resigned and next week will move to Buffalo.

•

SIDNEY SCHREIBER, Motion Picture Association of America general counsel, was confined to his home here yesterday with the grippe.

WB Shorts Program Biggest in History

HOLLYWOOD, May 26. — Warner Brothers' short subjects program for 1952-53 will be the most extensive in the company's history, the studio revealed today, following conferences between Jack Warner, Norman Moray, Gordon Hollingshead and Edward Selzer. The program consists of more than 75 one-reel and two-reel subjects.

SWG Signs New Pacts

HOLLYWOOD, May 26.—The Screen Writers Guild membership has ratified new contracts with the Society of Independent Motion Picture Producers and the Artists Managers Guild. The SIMPP pact is virtually identical with that negotiated with the Association of Motion Picture Producers.

Monogram Signs O'Brien

HOLLYWOOD, May 26.—In line with Monogram-Allied Artists' recently announced policy of obtaining name players for the studio's pictures, Edmond O'Brien has been signed to star in "Battle Zone," to be produced by Walter Wanger at Camp Pendleton, Marine Base.

High Court Curbs Censors

(*Continued from page* 1)

gave full indication that the justices would be very strict in determining what types of censorship were valid exceptions to the Constitutional freedom of speech guaranty.

All nine justices agreed that the New York State ban on "The Miracle" was invalid, though some used different reasons for their decision. Justice Clark's official court opinion was joined in by Chief Justice Vinson and Justices Douglas, Black, Minton and Burton. Justice Reed issued a separate concurring opinion in which he ruled on the very narrow issue that, assuming a state may censor films, "this film does not seem to be of a character that the First Amendment permits a state to exclude from public view."

Another Concurring Opinion

Justice Frankfurter wrote still another concurring opinion, in which Justices Burton and Jackson joined. Frankfurter said he did not feel the court had to rule on the broad issue of the degree of protection to which films were entitled under the First and Fourteenth Amendments, because the New York court's interpretation of "sacrilegious" was so vague as to be unconstitutional in any event, even should the court feel the state did have some censorship power.

The separate opinions by Reed and Frankfurter, along with the qualifications put by Clark in his own opinion, curbed somewhat the size of the victory won by the film industry. But all hands admitted that it was still a major victory.

The "Miracle" came to the high court on an appeal from Joseph Burstyn, Inc., distributor of the film. The company challenged the right of the New York state censors to ban the film, but the Appellate division and the New York Court of Appeals rejected his challenge, whereupon he appealed to the Supreme Court.

In his official court opinion, Justice Clark said the key issue was Burstyn's contention that "the New York statute is an unconstitutional abridgement of free speech and a free press." He recalled that the high court in 1916, in the Mutual Film Corp. case, had upheld the Ohio state film censorship law, ruling that film exhibition was a "business pure and simple" and "not to be regarded as part of the press of the country or as organs of public opinion."

However, Justice Clark said, at that time it was not clear whether the Fourteenth Amendment gave the Supreme Court the right to throw out state laws that violated the First Amendment. Starting in 1925, he declared, the high court in a series of decisions, ruled that it could throw out state laws as violating the free speech and press guaranties. "Since this series of decisions came after the Mutual decision," he declared, "the present case is the first to present squarely to us the question whether motion pictures are within the ambit of protection which the First Amendment, through the Fourteenth, secures to any form of 'speech' or 'the press.'"

Clark went on to say that "it cannot be doubted that motion pictures are a significant medium for the communication of ideas. They may affect public attitudes and behavior in a variety of ways, ranging from direct espousal of a political or social doctrine to the subtle shaping of thought which characterizes all artistic expression. The importance of motion pictures as an organ of public opinion is not lessened by the fact that they are designed to entertain as well as to inform."

Citing the argument that motion pictures do not come within the First Amendment because their production, distribution and exhibition is a large-scale business conducted for profit, Clark said, "We cannot agree. That books, newspapers and magazines are published and sold for profit does not prevent them from being a form of expression whose liberty is safeguarded by the First Amendment. We fail to see why operation for profit should have any different effect in the case of motion pictures."

Calls Censorship 'Unbridled'

Clark also pointed out the argument that films possess a greater capacity for evil, particularly among young people, than other media. "Even if one were to accept this hypothesis," he said, "it does not follow that motion pictures should be disqualified from First Amendment protection. If there be capacity for evil, it may be relevant in determining the permissible scope of community control, but it does not authorize substantially unbridled censorship such as we have here."

For all these reasons, the opinion said, "we conclude that expression by means of motion pictures is included within the free speech and free press guaranty of the First and Fourteenth Amendments. To the extent that language in the opinion in the Mutual case is out of harmony with the views here set forth, we no longer adhere to it."

This decision, however, does not end the court's problem, Clark went on. "It does not follow that the Constitution requires absolute freedom to exhibit every motion picture of every kind at all times and all places. That much is evident from the series of decisons of this court with respect to other media of communication of ideas. Nor does it follow that motion pictures are necessarily subject to the precise rules governing any other particular method of expression. Each method tends to present its own particular problems."

But the basic principles of freedom of speech and press do not vary, Clark said. "Those principles, as they have frequently been enunciated by this court, make freedom of expression the rule. There is no justification in this case for making an exception to that rule."

Clark pointed out that the New York law does not seek to "punish, as a past offense, speech or writing falling within the permissible scope of subsequent punishment." On the contrary, he said, the New York law requires advance approval and "this court recognized many years ago that such a previous restraint is a form of infringement upon freedom of expression to be specially condemned." Clark cited a 1931 court ruling in a case entitled "Near versus Minnesota" which said that even protection against previous restraint was not absolutely unlimited, but that the limitation has been recognized only in "exceptional cases." "In the light of the First Amendment's history and of the Near decision, the state has a heavy burden to demonstrate that the limitation challenged here (in the 'Miracle' appeal) presents such an exceptional case."

The opinion pointed out that the New York State Appeals Court defined the law as meaning that "no religion, as that word is understood by the ordinary, reasonable person, shall be treated with contempt, mockery, scorn, and ridicule."

"This is far from the kind of narrow exception to freedom of expression which a state may carve out to satisfy the adverse demands of other

(*Continued on page* 5)

Ban 'Birth' in Md. After 37 Years

Baltimore, May 26.—The 37-year-old film, "Birth of a Nation," has been banned by the State Board of Censors from Maryland theatres on the grounds it is "morally bad and crime-inciting."

Sidney Traub, board chairman, issued an order refusing to renew the license to exhibit the D. W. Griffith film, which has been shown many times across the country. Scenes said to depict the Ku-Klux Klan favorably were responsible for the board's action, it was said.

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3 More Exhibitors Come Before FCC

WASHINGTON, May 26. — Federal Communications Commission attorneys trying to prove willful anti-trust violations by Paramount put three more exhibitor witnesses on the stand today in the FCC's Paramount hearings.

Mrs. J. M. Anderson, of Boone, Iowa, told how she and her husband, now dead, started in the theatre business in Boone in 1907 and in 1912 built the Princess Theatre there. In 1918, A. H. Blank remodeled the Boone Hotel into the Rialto Theatre, she said, and immediately the Andersons began to lose product and have to pay higher rentals.

She said that in 1936, Myron Blank, in the presence of a witness, offered her and her husband $8,000 for the Princess and gave them 15 minutes to make up their minds. The Andersons refused, the FCC was told, and Blank said he would build a competing theatre. Subsequently, Myron Blank built the Boone, Mrs. Anderson testified.

In 1939, the Andersons sold the Princess to Myron Blank for $30,000, and he then closed the Boone, she said. A. H. Blank, in earlier testimony at the hearings, had denied knowledge of any such ultimatum or threat by his son and had maintained that the Andersons were not forced to sell but had wanted to.

Another witness today, Carl Knudson, said he had a theatre in the early 30's in Watertown, S. D., and had been unable to get product and finally had to sell to a Paramount subsidiary, Minnesota Amusement Co., for one-third to one-fourth the theatre's value. By that time, he said, he was playing pictures four to five years old and advertising them as "the world's worst pictures."

The final exhibitor witness today, Donald Leverette of Overton, Tex., said the Jefferson Amusement Co., another Paramount subsidiary, had had two theatres in Overton but that when one burned down, it had refused to rebuild it. Overton citizens then got together and built and operated the Overton Theatre, but had great difficulty getting films. Leverette said he took over the theatre and had the same trouble. Then, he declared, Jefferson remodeled a store into a theatre and operated it. He said he brought an anti-trust suit against the chain, and this was settled out of court in 1951.

Seek to Sell

(*Continued from page* 1)

same company is quoted at the New York Stock Exchange at between $17 and $20 a share.

Current efforts to dispose of Metropolitan Playhouses' stock highlight a lengthy attempt by the company to comply with the terms of the May 18, 1950 court order requiring such a sale. The disposal of 100 shares of Gifts, Inc., stock, which was also required by the court order, is also sought in the current RKO Theatres advertisements. Gifts, Inc. is the operator under lease of the Times Theatre, Cincinnati.

Under terms of the court order, which appointed George W. Alger as trustee of RKO Theatres' holdings in Metropolitan Playhouses, the theatre company was given two-and-a-half years to dispose of its interests, bringing the deadline date to about December, 1952.

Review

"Lovely to Look At"

(Metro-Goldwyn-Mayer)

A RE-MAKE OF THE MUSICAL COMEDY, "Roberta," M-G-M's new and luscious "Lovely to Look At" fulfills the promise of its title. Those who remember the important part the fashion show plays in the story, and women everywhere, whether or not they have been introduced to it before, will be intrigued to learn that the fashion sequence, in color by Technicolor, with gowns by Adrian, is liberally, almost too liberally, re-created for followers of today's and tomorrow's fashions.

The style show, coming at the end, is the high spot of the production. It dominates even the lasting tunes of Jerome Kern and Otto Harbach, engagingly sung by Kathryn Grayson and Howard Keel. It is a luxurious, varied and imaginative display. So, in fact, is the whole Jack Cummings' production. Theatres have a rich and tasteful offering in this and the returns from it should be "lovely to look at."

Mervyn Le Roy's direction gets the most from this serviceable story about the American boy, in this instance Red Skelton, whose aunt, a famous Parisian modiste, bequeathed him her fashionable shop. With it went two charming Parisiennes, her adopted daughters, played by Miss Grayson and Marge Champion. In search of money with which to produce a Broadway show, Skelton and his partners, Keel and Gower Champion, arrive in Paris bent upon converting Skelton's interest in the shop into cash. On meeting the girls and learning the business is heavily in debt and in danger of closing, they develop the idea of rescuing it by producing their show in the shop as a fashion review. Keel deserts the project for a Broadway opportunity offered by Kurt Kasznar, but realizes his mistake in time to return to Paris, put on the fashion show and win Miss Grayson.

Interspersed is some fine dancing by the Champions; in particular, the "Smoke Gets in Your Eyes" number, and a good song and dance turn by Ann Miller, who plays an American entertainer in love with Keel, but who winds up with Skelton when the former chooses Miss Grayson. Some of the Grayson-Keel numbers include the title song, "Lovely to Look At," and "The Touch of Your Hand," "Yesterdays," "You're Devastating" and "The Most Exciting Night." Zsa Zsa Gabor as a giggling blonde model, is just that.

The screenplay is by George Wells and Harry Ruby, with additional dialogue by Andrew Solt. Dorothy Fields contributed additional and revised lyrics for the original Kern-Harbach musical comedy, from the novel by Alice Duer Miller. Running time, 101 minutes. General audience classification. Release date July 4.

SHERWIN KANE

Variety Sets 'P.R.'

(*Continued from page* 1)

head of the rawstock distributive organization bearing his name.

Present at the meeting here were George Hoover and John Rowley, assistant chief barkers; George Eby, international dough guy; Murray Weiss, international property master, and Chisholm, international press guy.

The Variety Clubs will celebrate their 25th anniversary at a mid-year conference in Pittsburgh, the organization's birthplace, with John H. Harris, the first chief barker and one of the founders, serving as chairman of the anniversary party.

Ralph Wheelwright, Jr.

Ralph Wheelwright, Jr., son of Ralph Wheelwright, M-G-M studio executive, died suddenly yesterday in a Boston hospital, the company's home office here learned. Funeral services will be held in Memphis later this week.

Mrs. Richard Hayes Dies

SEATTLE, May 26.—Mrs. Beth Allen Hayes, widow of the late motion picture and drama editor, Richard E. Hayes, died on May 22, following a long illness and just 12 days after the death of her husband, who had served the Seattle *Times* for many years.

Hymen Bress Dies at 67

NORFOLK, May 26.—Hymen Bress, owner of the Lenox, Dunbar and Rio theatres here, died in Norfolk on May 20 at the age of 67.

RUN THE CEREBRAL PALSY TRAILER

NTFC Meet to Hear Gilford Tomorrow

Max Gilford, special counsel for the National Society of Television Producers of Hollywood, will be the guest speaker at the National Television Film Council monthly luncheon-meeting at the Warwick Hotel here tomorrow.

Robinson Bout

(*Continued from page* 1)

and the other in Providence, reports that it, too, would book the event if line facilities can be cleared.

TNT said it anticipates that 40 to 50 theatres would participate in the June 23 network telecast.

Reception for Parsons

RKO Radio held a reception last night at Toots Shor's here in honor of Harriet Parsons, producer of Wald-Krasna's "Clash by Night," the company's Memorial Day release.

Special Promotion Unit Slated by 'U'

An "advance promotional planning unit" will be set up by Universal at the home office to provide the company's field exploitation representatives with an opportunity to initiate national promotions from the local level, Charles Simonelli, manager of the Eastern advertising-publicity department, disclosed here yesterday.

The decision to take this step was made at a weekend conference attended by field exploitation representatives and home office advertising, publicity and exploitation staff members.

Simonelli explained that the unit will enable exhibitors and local conditions to exert greater influence on promotional planning for a particular territory. The unit will scout merchandising tie-ups and promotional possibilities of pictures on all levels well in advance of the development of actual campaigns when the pictures are ready for release, he said.

The meetings were called to outline and review promotional plans on "The World in His Arms" and three other pictures to be released during the summer months, "Ivory Hunter," "Has Anybody Seen My Gal," and "Francis Goes to West Point."

Lopert Eliminates Chicago Sales Post

CHICAGO, May 26.—Cutting down its sales organization as a result of a recent agreement signed with United Artists for distribution of its releases, Lopert Films has eliminated the position of Midwest division sales manager held by Jack Shumow, former Chicago Warner Brothers exchange manager.

Another change is taking place in the Lopert organization with Art Steagall, managing director of the Ziegfeld, having turned in his resignation (effective next month) in order to accept a position as manager of Beatrice Kay's guest ranch near Reno.

Chelten Theatre for Sale

CHICAGO, May 26.—The Chelten Theatre Building was offered for sale in an ad on the financial page of today's *Daily News*. The building, containing 4 stores and 4 suites of offices in addition to the theatre (operated by Warner Brothers), had brought a previous offer of $25,000 and the ad is soliciting higher bids. Bids will be taken at 10 A.M. June 5 in the offices of Charles Ringer Co., 7915 Exchange Ave., managing agents of the building. The theatre lease runs until 1965 with a rental of $1,000 a month after September 1 this year.

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Curbs Censors

(Continued from page 2)

interests of society," Clark said. "In seeking to apply the broad and all-inclusive definition of 'sacrilegious' given by the New York courts, the censor is set adrift upon a boundless sea amid a myriad of conflicting currents of religious views, with no charts but those provided by the most vocal and powerful orthodoxies. New York cannot vest such unlimited restraining control over motion pictures in a censor. Under such a standard the most careful and tolerant censor would find it virtually impossible to avoid favoring one religion over another, and he would be subject to an inevitable tendency to ban the expression of unpopular sentiments sacred to a religious minority.

"Application of the 'sacrilegious' test, in these or other respects, might raise substantial questions under the First Amendment's guaranty of separate church and state with freedom of worship for all. However, from the standpoint of freedom of speech and the press, it is enough to point out that the state has no legitimate interest in protecting any or all religions from views distasteful to them which is sufficient to justify prior restraints upon the expression of those views. It is not the business of government in our nation to suppress real or imagined attacks upon a particular religious doctrine, whether they appear in publications, speeches or motion pictures."

What made Clark's ruling somewhat confusing was that after these sweeping statements as to the protection of films from censorship, his last paragraph backed off with the qualification about the opinion being confined to 'sacrilegious" censorship and not going into other types of censorship.

In a footnote amplifying on this point, Clark pointed out that in the Near case the Supreme Court had said that "the primary requirements of decency may be enforced against obscene publications," and that in another case, the court had unanimously ruled that "there are certain well-defined and narrowly limited classes of speech, the prevention and punishment of which have never been thought to raise any Constitutional problem—these include the lewd and obscene, the profane, the libelous and insulting or 'fighting' words, those which by their very utterance inflict injury or tend to incite an immediate breach of the peace." On the other hand, the footnote said, the court also recently had ruled that "when ordinances undertake censorship of speech or religious practices before permitting their exercise, the Constitution forbids their enforcement."

In his opinion, Frankfurter summarized the plot of the film, then mentioned the many critical opinions in praise of the picture, the feeling of many Protestant and some Catholic laymen that the film was not sacrilegious, and the fact that director Roberto Rosselini and other persons prominently engaged in the film were themselves all Catholics.

Frankfurter said he did not feel the court had to decide the case either by ruling for unrestricted censorship of films or unrestricted showings of films. He said that if the New York Court of Appeals had "given 'sacrilegious' the meaning it has had in Catholic thought since St. Thomas Aquinas formulated its scope, and had sustained a finding that 'The Miracle' came within that scope, this court would have had to meet some of the broader questions regarding the relation to the motion picture industry of the guarantees of the First Amendment so far as reflected in the Fourteenth. But the New York court did not confine 'sacrilegious' within such technical, Thomist limits, nor within any specific, or even approximately specified, limits. It may fairly be said that that court deemed 'sacrilegious' a self-defining term, a word that carries a well-known, settled meaning in the common speech."

Such an interpretation, Frankfurter said, is too broad to be sustained.

Frankfurter then pointed out there were no previous court or administrative rulings to indicate what "sacrilege" was, and that throughout history it has had many different interpretations and applications. After half a dozen pages to illustrate this historical confusion, he devoted another five or six pages to show that dictionaries and encyclopedias are similarly confusing.

All this points up the fact that "conduct and beliefs dear to one may seem the rankest sacrilege to another," Frankfurter said. He gave several illustrations which he said showed that no censor or film producer could really determine what the New York law condemns as "sacrilegious," and declared that "it is this impossibility of knowing how far the form of words by which the New York Court of Appeals explained 'sacrilegious' carries the proscription of religious subjects that makes the term unconstitutionally vague."

Not Settling Censor Issue

(Continued from page 1)

and free guaranties of the Constitution. "The decision encourages me to hope," he declared, "that the court in a subsequent case will logically go the rest of the way and make it unmistakably clear that the motion picture, like its sister medium, the press, cannot under the Constitution be censored anywhere in our country."

Industry attorneys, not having had an opportunity yet to read the complete opinions, were confused by some of the broad and favorable statements in Justice Clark's opinion which later are narrowed down drastically.

"It knocks out the Mutual Film case," one observed, "but doesn't really make clear what they're putting in its place."

"The court says motion pictures are entitled to the protection of the First and Fourteenth Amendments," commented one industry executive, "and then apparently proceeds to suggest circumstances under which that protection would not apply. That seems to mean continued censorship and endless court tests of what is censorable and what is not. I hope a far more basic and definitive decision comes out of the 'Pinky' case."

Others pointed to the court's finding that in "exceptional" cases censorship of films might be sustained, as a possible "out" for many forms of continuing censorship. All felt that the "Pinky" case, now before the court, is fully justified and still is needed to get what they hope will be a clear-cut decision from the court on the constitutionality of film censorship, *per se*.

Joseph Burstyn, distributor of "The Miracle," who appealed the case to the Supreme Court, called the decision a "victory of the first magnitude, making it clear that the motion picture is fully entitled to the same guarantees of freedom of expression as the press itself."

No Comment from Dr. Brind

ALBANY, N. Y., May 26. — Dr. Charles A. Brind, Jr., counsel for the Board of Regents, said tonight that there would be no comment on the U. S. Supreme Court ruling that New York State could not ban "The Miracle" as "sacrilegious" until a copy of the decision was received here.

Highlights

(Continued from page 1)

stand in the Mutual Films case upholding the Ohio film censorship law.

The ruling does not outlaw film censorship by state and municipal governments, as the Supreme Court found it unnecessary to rule on that question in determining the narrower, basic issues in "The Miracle" case.

The court explicitly said that state censorship of films could be sustained in "exceptional cases," mentioning in discussion obscenity and incitement to breach of the peace.

In the narrower field of "The Miracle" issues, the court held that New York State does not have the power to ban a film on sacrilegious grounds, largely because of loose and contradictory definitions of the word; thus reversing the lower New York courts.

Dinner for Davis

Lynn Farnol and Phillip Miles will be hosts at a dinner at Toots Shor's June 4 for Martin Davis, Eastern publicity manager for Samuel Goldwyn Productions. Davis will be married June 7 to Dolores Farhat.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 71. NO. 104 NEW YORK, U. S. A., WEDNESDAY, MAY 28, 1952 TEN CENTS

Republic Sets $1-Million for Color Step-up

Trucolor Decision Rises From Cost Survey: Yates

Republic Pictures will allocate over $1,000,000 for expansion of its solely-owned color process, Trucolor by Consolidated, in New York, Hollywood and London, Herbert J. Yates, president, disclosed yesterday following conferences with James R. Grainger, distribution vice-president, and district managers.



Herbert Yates

Yates reported that the company's analysis of the box-office reaction to color indicates that the over 30 per cent rise in production costs due to color is unquestionably

(*Continued on page 2*)

20th Divorce Awaits U.S. Tax Clearance

Virtually the only obstacle in effecting the divorcement of 20th Century-Fox on the June 28 target date would be a delay in the clearance of the U. S. Treasury Department governing the free exchange of securities, a 20th-Fox official disclosed here yesterday.

The possible delay, which was described as "of no particular significance," would be three months at the most, the 20th-Fox spokesman said. It would be a matter of splitting the

(*Continued on page 4*)

French Subsidy Is Opposed by SIMPP

The Society of Independent Motion Picture Producers has taken a position in opposition to the French proposal which provides for payment of a subsidy to the French industry out of American film earnings in that country.

The Society's stand will be communicated to a Motion Picture Export Association meeting which will

(*Continued on page 4*)

'Orderly System of Zoning, Clearance Destroyed:' SCTOA

HOLLYWOOD, May 27. — Declaring that the decrees emanating from the decision in the government's Paramount case "have destroyed the orderly system of zoning and clearance which we maintain is vital to the successful and profitable exhibition of motion pictures, as well as their production and distribution," Southern California Theatre Owners Association today dispatched to the Small Business Committees of the Senate and the House of Representatives, Federal Trade Commission, Department of Commerce, and all other exhibitors organizations, copies of a set of rules

(*Continued on page 4*)

UPT Cuts Quarterly Dividend to 25¢

The usual 50-cent quarterly dividend of United Paramount Theatres, Inc., was cut in half yesterday when UPT's board of directors declared a 25-cent per share dividend on the common stock, payable on July 18 to holders of record on June 27.

UPT's president Leonard H. Goldenson, in disclosing the action of the board, also declared that it would be UPT's policy to pay extra year-end

(*Continued on page 4*)

Gifts to Rogers Fund In Memory of Kann

Headquarters here of the Will Rogers Hospital Fund announced yesterday that it is in receipt of a number of contributions made in the memory of Red Kann. In acknowledging these Kann memorial contributions, Abe Montague, president of the fund, said: "Red was a good and sincere friend of our Hospital. Always close to our many problems, Red was an untiring worker on behalf of the Will Rogers Hospital Fund. He believed that the Hospital reflected great credit on our industry and the people in it. We appreciate the thoughtfulness of Red's many friends making these contributions in his memory."

$1,355,000 for Para. In First Quarter

Earnings of Paramount Pictures and its consolidated domestic and Canadian subsidiaries for the first quarter, ended March 29, was $1,355,000, after provision for income taxes, it was disclosed here yesterday. This compares with earnings of $1,411,000 for the quarter ended March 31, 1951.

At the same time, it was announced that the Paramount board voted a di-

(*Continued on page 4*)

THE COURT RULES—YES AND NO!

By MARTIN QUIGLEY

THE United States Supreme Court this week handed down a decision of seemingly major importance. In making known its ruling in the case of the controversial Rosselini film, "The Miracle," it struck down as unconstitutional that provision of the New York State statute which forbids the issuance of a permit to a film held to be "sacrilegious."

The decision also ruled, after a fashion, that motion pictures are entitled to the blanket of protection provided in the First Amendment against the abridgement of the freedom of speech and of the press. It further referred in this connection to the Fourteenth Amendment which forbids any state from making or enforcing any law that shall abridge the privileges and immunities of citizens of the United States.

These two specifications would seem a death-warrant for all politically constituted censor boards, state and municipal. But the court did not stop there. It proceeded to indulge itself in reasoning which leaves the whole question in an exceedingly confused and unclear condition.

It is clear, however, that the court placed the brand of unconstitutionality upon the statutory provision against

(*Continued on page 6*)

See Decision Inviting Many 'Test' Cases

Lawyers View 'Miracle' Ruling As Inconclusive

The Supreme Court's decision in "The Miracle" case has opened the door to a possible flood of actions challenging the traditional prerogatives of state censor boards, it is believed by attorneys and other industry observers here.

The consensus, however, is that distributors and exhibitors will wait for a Supreme Court decision on the appeal in the "Pinky" case before opening a general legal assault on the censor boards' rights, since the "Pinky" decision could be far more sweeping in its dampening of film censorship than was the "Miracle" ruling.

In the opinion of industry attorneys the decision in "The Miracle" case does not challenge the right of state censor boards to operate.

The high court apparently is of the

(*Continued on page 6*)

United World TV Films Start Monday

United World Films, Universal affiliate, will launch the production of television films on Monday at the Universal Coast studio, whose film-producing facilities will be utilized for the first time for this purpose.

"All talent involved in the making of these films has been especially engaged by United World's television producing unit," the company stated.

Lesser-Poe Form New Video Firm

Entry into the television film distributing field by Major Television Productions, Inc., a newly-incorporated subsidiary of Producers Representatives of New York, was disclosed here yesterday by Irving Lesser and Seymour Poe, heads of Producers Representatives.

The new firm has a catalogue of 30 features and 52 half-hour TV films. The features were all made before 1945, while the TV films consist of a series of Burton Holmes pictures and the Cathedral Bible series.

Personal Mention

J. CHEEVER COWDIN has been elected chairman of the finance committee of Sperry Gyroscope Co. He is scheduled to return to the Coast this weekend on completing a 10-day visit here.

•

JAMES A. FITZPATRICK, Traveltalk producer, will sail on the *S.S. America* from New York tomorrow for Germany. Later he will go to Denmark, and will be gone two months.

•

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, has returned here from a Miami vacation, accompanied by A. WELTMAN of the legal department.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, will be in Memphis today from Nashville, and will return to New York tomorrow.

•

BEN Y. CAMMACK, RKO Radio's Southwestern district manager, and his wife announce the birth of a son, WILLIAM WHITE, in Dallas on Friday.

•

WILLIAM GOETZ, in charge of production for Universal-International studios, will arrive here this weekend from Hollywood en route to Europe.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has returned to Hollywood from a two-week visit to Midwest exchanges.

•

JEROME M. EVANS, Universal home office exploitation representative, has left here for Pittsburgh.

•

BERTHA FRIED, secretary to S. S. BRAUNBERG, M-G-M lawyer, was married to HY ROSEN.

•

AL ZIMBALIST, production executive, is visiting in New York from Hollywood.

•

ELIA KAZAN is scheduled to leave here tomorrow for London by plane.

Mrs. Janet Hutton

ALBANY, N. Y., May 27.—Private funeral services will be held for Mrs. Janet Farley Hutton, 45, who died in Albany Hospital Monday, two days after the buriel of her father, William W. Farley. Mrs. Hutton's husband, Frank, who died last March 16, had been associated with Farley in the management of Schenectady Theatres a few years ago.

Richard Rober, Actor

HOLLYWOOD, May 27.—Richard Rober, stage and screen actor, died in a Santa Monica hospital yesterday as a result of injuries received in an automobile accident. He was 42 years old. "The Well," "Thelma Jordan" and "Father's Little Dividend" were recent films in which he appeared.

RUN THE CEREBRAL PALSY TRAILER

NEWS in Brief . . .

The Motion Picture Association of America still is seeking a representative to serve on the three-man committee which will run the Council of Motion Picture Organizations until an election of officers can be held. The Theatre Owners of America has named Sam Pinanski as its representative, and Allied has named Trueman T. Rembusch.

Eric A. Johnston, MPAA president, will be in New York today for a Motion Picture Export Association meeting, and perhaps will make the COMPO committee appointment before he returns to Washington tomorrow or Friday. It was reliably reported yesterday that the Association expects to name its representative from among the distributors' sales managers.

•

SPRINGFIELD, Mo., May 27. — The world premiere of "The Winning Team" will take place here on Friday, June 6, as a feature of the 32nd annual reunion of the 35th Division.

"The Winning Team" will have premiere showings simultaneously at two theatres here, the Gillioz and the Fox, for members of the association.

•

HOLLYWOOD, May 27.—Major producers today categorically denied charges made by the AFL Film Council to the effect that producers were attempting to obtain revision of the California state unemployment insurance law which would deprive unemployed motion picture workers of the benefits due them.

•

A special preview this evening of "Lydia Bailey" at the Roxy Theatre will round out New York's day-long observance of "Haiti Day," to cement Haitian-American friendship.

The advance showing will follow a reception at which Jacques Leger, Haitian Ambassador to this country, will be host. Members of the New York press, trade press, magazines, radio-TV, and syndicates have been invited to the party-preview by the Haiti Tourist Bureau.

•

Delegates from 23 nations have been invited to attend a two-day committee meeting, on June 9-10, to discuss worldwide standards of practice and equipment in the field of motion pictures. The meeting will be held at Columbia University here in conjunction with the second triennial general assembly of the International Organization for Standardization.

This was announced here by Roger E. Gay, president of the American Standards Association, which will be host at all ISO meetings during June. Gay reports that the United States, through the ASA, holds the secretariat of the committee on cinematography.

F. T. Bowditch of National Carbon, Cleveland, will be chairman of all of the motion picture committee meetings. Bowditch is engineering vice-president of the Society of Motion Picture and Television Engineers, which sponsors the work carried out in America by the ASA sectional committee on standards.

1,000 New Contracts For WB Pathe News

One thousand new contracts for Warner Pathe News have been closed to date in the current Warner newsreel drive, Norman H. Moray, president of the company's newsreel, disclosed here yesterday.



Norman Moray

Moray attributed results of the drive in large part to a special promotion brochure stressing the growing importance of the newsreel as a motion picture theatre draw. Illustrations and copy point out that never before have current world events been so eagerly awaited by the public, as at present. "Public interest in news coverage in all forms is at a high peak, with the wider coverage and entertainment value of the newsreel outstripping all other forms in interest and entertainment appeal," said a statement from Moray's office.

Republic and Color

(*Continued from page* 1)

warranted by the increase in theatre grosses. The analysis covered leading key cities throughout the U. S.

The $1,000,000 appropriation was prompted by the company's decision to utilize Trucolor for the bulk of Republic's deluxe program, a decision which Yates said was stimulated by the box-office results on color pictures.

Yates commented upon exhibitor reaction to Trucolor pictures which were screened for showmen from all parts of the country who recently visited the company's Hollywood studio.

Screened were "I Dream of Jeanie (With the Light Brown Hair)," starring Ray Middleton, Bill Shirley, and Muriel Lawrence, which will have its world premiere at the Fulton Theatre in Pittsburgh, on June 4; and "Minnesota," starring Ruth Hussey, Rod Cameron, John Agar and Gale Storm, which will have a premiere at the North Shore Theatre in Duluth, on July 16, and the State in Minneapolis the following day.

Production has already been completed on two "deluxe" pictures on Republic's schedule, both in Trucolor by Consolidated: "Toughest Man in Old Arizona," starring Vaughn Monroe, Joan Leslie, Edgar Buchanan, and Victor Jory, and "Ride the Man Down," with Rod Cameron, Brian Donlevy, Ella Raines, and Forrest Tucker.

In discussing the decision to utilize Trucolor for forthcoming deluxe product, Yates stated that it was predicated on his optimism about industry prospects.

"We have many problems yet to cope with," Yates stated, "but I think the box-office future is bright, and my feeling about the outlook for the motion picture industry has been confirmed by conversations with leading exhibitors from all sections of the country."

Yates referred to the company's recent agreement with Wilcox-Neagle Productions for the production and world distribution of a series of pictures featuring top stars of Great Britain and Hollywood.

Forthcoming productions on the deluxe schedule, all in Trucolor, include: "Fair Wind To Java," "The Alamo" (on which John Wayne will start production early in September), "The Lady Wants Mink," "Jubilee Trail," "The Golden Herd," "Man From Texas," "The Woman They Almost Lynched," "Carnival."

Newsreel Parade

THE German Peace Treaty and President Truman at Annapolis are current newsreel highlights. Other items include Johnny Ray getting married. Complete contents follow:

MOVIETONE NEWS, No. 44—Truman at Annapolis. German peace treaty signed. Italian elections. Gen. Ridgway at United Nations. Johnny Ray married. Gen. Boatner on Koje job. Cosmotron. Dog show. Tennis.

NEWS OF THE DAY, No. 278—Margaret Truman at Boy Scout show. German peace treaty. Ridgway honored on departure. New Koje commander. Truman at Annapolis. New atomic marvel. Dog show. Canada turf classic.

PARAMOUNT NEWS, No. 81—German peace treaty. Atom smasher: Over a billion volts. Dog show. Italian vote. Gen. Ridgway departs. Koje. Margaret Truman and Boy Scouts.

TELENEWS DIGEST, No. 22A—German peace treaty. UN honors Ridgway. Democracy in India. Johnny Ray weds. Underground garage. Giant wrestler. Softball.

UNIVERSAL NEWS, No. 564 — Koje. New Dutch canal. Boy Scouts in New York. Mellon Memorial Fountain. President Truman at Annapolis. Dog show. Auto race.

WARNER PATHE NEWS, No. 83—Atom smasher. New Koje films. Gen. Ridgway at UN. President Truman at Annapolis. Margaret Truman and Boy Scouts. German treaty. Dog show. Racing.

Five-Country Pool For Olympic Reels

Eight newsreel crews representing countries of the world outside the Iron Curtain will operate on a pool basis for coverage of the Olympic games to be held July 19 to August 3 in Helsinki, Finland. This was announced here yesterday by Walton C. Ament, vice-president of Warner Pathe News, and chairman of the Motion Picture Association of America's Newsreel Committee.

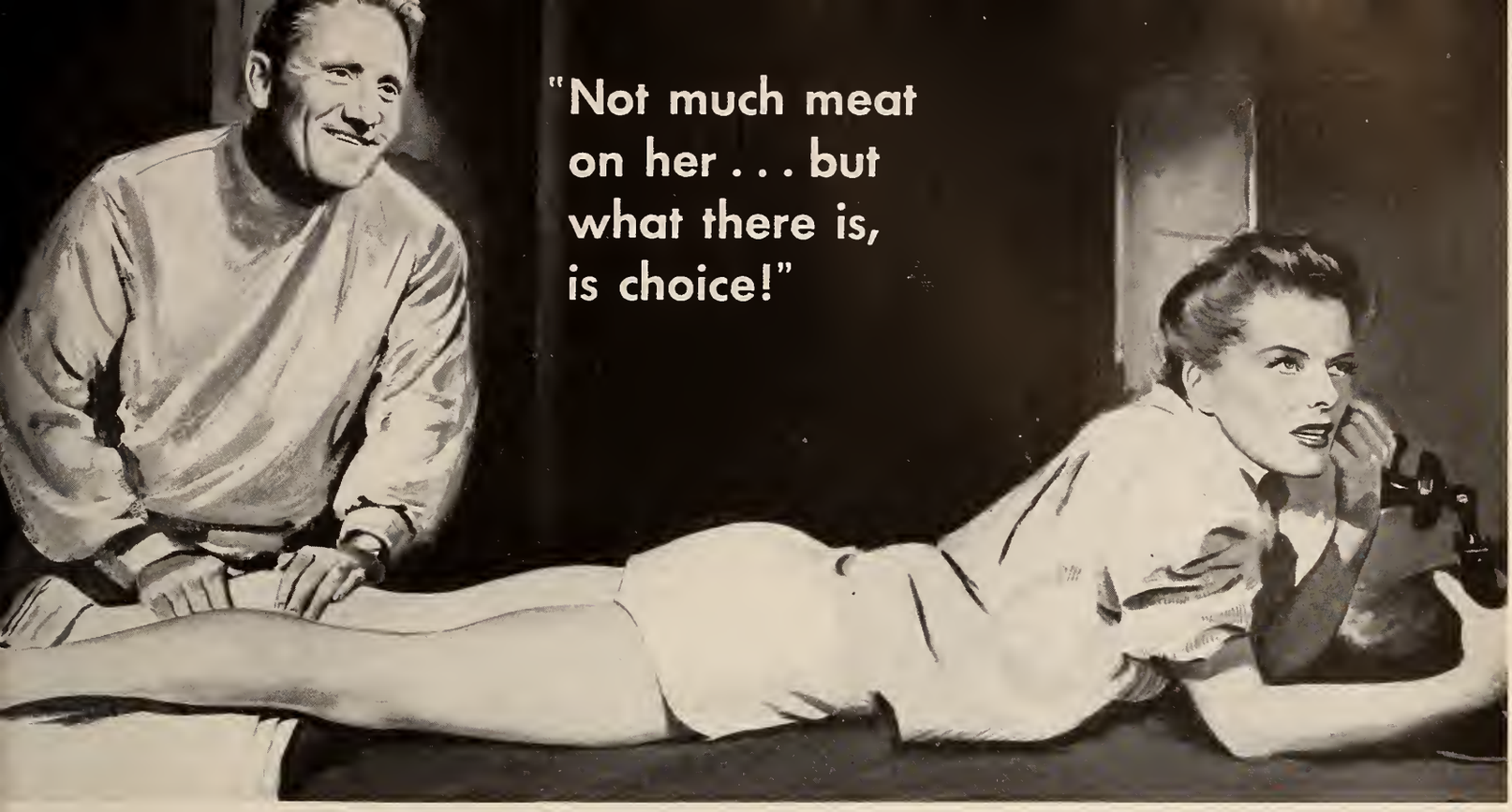
The eight crews, to be drawn from American, French, British, Italian and Dutch newsreel companies, will work under the supervision of John D. Le Vien, news editor of Warner Pathe News, who has been named director of coverage by the participating organizations.

The U. S. S. R. and its satellite countries will cover the Olympics with a newsreel pool of their own.

Republic Dividend Set

A dividend of 25 cents per share on preferred stock, payable July 1, to stockholders of record on June 10, was declared yesterday by the board of directors of Republic Pictures.

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"'Pat and Mike'
Is a film you'll like–
Spence and Kate
Are simply great!
Together again
And it's no fib...
Their funniest hit
Since 'Adam's Rib'!"



M-G-M presents Spencer Tracy *as Mike* · Katharine Hepburn *as Pat* in "PAT AND MIKE" · co-starring Aldo Ray · with William Ching · *and Sports Stars*: Gussie Moran · Babe Didrikson Zaharias · Don Budge · Alice Marble · Frank Parker · Betty Hicks · Beverly Hanson · Helen Dettweiler · Written by Ruth Gordon and Garson Kanin · Directed by George Cukor · Produced by Lawrence Weingarten

National Pre-Selling

THE current *Woman's Home Companion* contains Philip Hartung's list of *"Companion* Recommended Movies" and the 101st *"Companion* Poll" which puts Jane Wyman in first place as its readers' choice of "Who's Your Favorite Star," as a result, they think, of her role in "The Blue Veil." Columbia's "Paula" gets the inside front cover, preferred position in *Redbook* for June, and the "M-G-M Movie Calendar" in full color has the back cover. "High Noon" is *Redbook's* choice as the "Picture-of-the-Month." "How I Discovered Will Rogers," by Will Rogers, Jr., was the feature story in *This Week* on Sunday, as pre-selling for Warner's "Will Rogers Story," now in production, and will be the subject of a color cover and feature story in *Collier's* for June 7. A whole new generation will come to know the Will Rogers that the previous generation loved. Exhibitors report as much as three times normal business with reissues of the original Will Rogers films, "Steamboat 'Round the Bend" and "David Harum."

•

Advertising for Roy Rogers Riders Club in the New York Daily News-Chicago Tribune *Sunday comic section, sponsored by Post Cereals, isn't aimed for film theatres. This is TV promotion, and invites young buckaroos to "start a Roy Rogers Riders Club in your neighborhood," with membership card, club badge, autographed picture and comic book, for 10 cents and a box top. The out-of-town color rotogravure section of the* Sunday News *carried pictures and the story of Radio City Music Hall, but this didn't appear in the New York City edition. The June 1 issue of* Parade *features Glynis Johns on the cover and as the subject of a feature piece.* Bluebook *magazine for July will cary a big send-off for Warner's "Winning Team," with a special story about Grover Cleveland Alexander. The June issue of* Pageant *magazine has a four-page feature on the same film.*

•

Newspaper publishers and influential Colorado personalities got behind Leo McCarey's "My Son John" following a dinner hosted by Palmer Hoyt, publisher of the *Denver Post* and special previews of the picture for executive editorial staffs and civic leaders. Another similar event was sponsored by Jack Foster, editor in chief of Scripps-Howard's *Rocky Mountain News* with both papers pledging full backing of the film on both editorial as well as drama pages. Among those present were the Governor of Colorado, the presidents and trustees of the University of Colorado and Denver University, publishers from Colorado Springs, Grand Junction and Pueblo, American Legion heads, presidents of the Colorado Bar Association, Merchants and Manufacturers Association, Retail Brands Association, Parents-Teachers directors and leading businessmen. All organization heads and local officials were accompanied by their wives, many of them also influential in civic affairs.

WALTER BROOKS

French Pact

(*Continued from page* 1)

be held here today with Eric A. Johnston presiding.

The proposal in question would permit unrestricted imports, but provides a domestic production subsidy of 10 per cent of earnings from the first 70 films and 15 per cent of the remaining imports. Additionally, the companies could withdraw 12½ per cent of the current year's accruals now blocked.

Alternative proposals provide for (1) limitation of imports to 100 pictures, with remittances of $1,200,000 annually, plus free convertibility of the current fiscal year's accruals, and (2) free convertibility of blocked balances accrued between July 1, 1951, and June 30, 1952, understood to amount to some $4,000,000, with subsequent earnings to be convertible up to about $4,500,000 yearly, but subject to the deduction by the French of 5½ per cent of gross earnings, or $200,000, as "loans" for use in domestic production.

It was reported from Washington, meanwhile, that Johnston and other film company officials involved in negotiating the new French film pact have briefed top State Department officials on the progress of the U. S.-French talks so far.

A detailed fill-in, the first given the Department, took place at a secret meeting at the Department late yesterday. Officials said all the proposals and counter-proposals so far were outlined to the Federal officials. These proposals were then discussed at length, but that there was no final decision, it was reported.

The negotiations, now in recess, are expected to resume in Paris early next month.

Accompanying Johnston to the State Department yesterday were MPAA vice-president Joyce O'Hara and James Mulvey, Leo Samuels and Alfred Crown, representing the Society of Independent Motion Picture Producers. State Department officials present at the meeting were Harold Linder, Deputy Assistant Secretary of State for Economic Affairs; John Leddy, director of the Office of Trade Policy; Robert McBride, of the French desk; Stanley Metzger, of the Legal Adviser's Office, and Colton Hand, Department film expert.

Golden Now Due to Return From Europe in Late July

WASHINGTON, May 27.—Commerce Department film chief Nathan D. Golden will not return from his European trip until late July, rather than late June, as originally scheduled.

Aides here said Golden had taken part in some of the talks on the new Franco-American film pact, and had fallen behind schedule on his tour of European film centers, making necessary a postponement of his scheduled return. He is now in Madrid, and will shortly proceed to Rome.

Hunt, DeSchulthess Buy Paramount 'Lab'

HOLLYWOOD, May 27.—G. Carleton Hunt and Hans DeSchulthess, partners in Unicorn Theatres of San Francisco, have purchased the Paramount studio film laboratory, recently shut down, for $550,000. The buyers will operate as a commercial laboratory.

Kentucky Meeting Will Open Today

Louisville, May 27.—The annual two-day convention of the Kentucky Theatre Owners Association will open tomorrow at the Hotel Brown here with a roster of speakers who will include Marc J. Wolf, of Y. and W. Theatres; Leon J. Bamberger, RKO Pictures sales promotion manager, who will discuss "Censorship vs. Self-regulation"; Earl Penrod, Affiliated Advertising; Fred Matthews and Frank Riffle, Motiograph; Louis Arru, Twin Drive-in; Jack Keiler, Columbia Amusement; Alfred Starr, Bijou Amusement; Clyde Reeves, State Revenue Department; Trueman T. Rembusch, Allied States; Jack Jackson of National Screen, and others.

UPT Dividend

(*Continued from page* 1)

dividends in addition to quarterly dividends, as justified by earnings of the corporation.

In this respect, Goldenson noted that since the business of the corporation is conducted largely on a cash basis, with no substantial investments in inventories, dividend payments can be made that are higher in proportion to earnings than is the case in other enterprises.

Regarding yesterday's dividend action, Goldenson said the board put particular significance on "the substantial demands for cash that the corporation will face in the event that a merger with the American Broadcasting Co. is approved" by the Federal Communications Commission.

Goldenson, referring to his recent message to stockholders expressing his hope that the board would see fit to declare the regular dividend, said he is convinced that yesterday's board action is in the best interests of the corporation and the stockholders.

Since its divorcement from Paramount, UPT had paid a regular quarterly dividend of 50 cents. UPT began business as a new corporation on Jan. 1, 1950.

Besides voting the 25-cent dividend, the board reelected all officers of the corporation. They include: Goldenson, president; Walter Gross, vice-president and general counsel; Robert H. O'Brien, secretary-treasurer; Robert M. Weitman, vice-president; Edward L. Hyman, vice-president; Simon B. Siegel, comptroller; J. L. Brown, assistant treasurer.

Para. Earns

(*Continued from page* 1)

vidend for the second quarter of 50 cents per share on the common stock, payable June 23, to holders of record on June 9.

The $1,355,000 of consolidated earnings for the first quarter represents 58 cents per share on 2,342,104 shares outstanding on March 29, which compares with 61 cents per share for the quarter ended March 31, 1951.

The above earnings do not include Paramount's net interest in the combined undistributed earnings of partially owned non-consolidated companies, which for the first quarter of 1952 were $169,000, and were $205,000 for the first quarter of 1951.

SCTOA

(*Continued from page* 1)

SCTOA considers essential to the industry's future.

The SCTOA committee composed of Cecil Vinnicof, O. N. Srere, Al Hanson, Jack Goldman, Wayne Hanson, which drew up report, today told the trade press, "We find it mandatory to have specific rules which would regulate every step for distribution in its conduct of sale of pictures. This could have been the most important benefit derived from the Government's anti-trust litigation. The decrees, instead, have removed all restraints from distribution and have uprooted all previous existing business arrangements and established relationships."

Deprived of Buying Power

Reciting, in its 22-page report, conditions which prevailed prior to the decision in the government case, and comparing them with its present, the SCTOA committee said the major producers, by cutting down the number of pictures made annually, have deprived the subsequent-run exhibitor of his buying power since he is compelled by necessity to buy virtually all pictures regardless of terms. Further, by stipulating a fixed percentage for each picture, which must be paid all the way down the line from first run to reissue, distributors have eliminated exhibitor incentive for continuing on subsequent run. Additionally, establishing its own zoning by each company individually has created countless conflicts between subsequent-run situations; the bidding system has forced exhibitors into price changes, up and down, destructive to the picture-going habit; bidding and availability practices have cut to a minimum the exhibitors period in which to exploit an attraction, the committee said. These are among reasons why 134 theatres in this area had closed when SCTOA appealed fruitlessly to the Department of Justice on May 1 last year, and why the number closed now is 200, with the committee predicting 50 more will close by July.

Embodies 8 Points

The report, embodying an eight-point recommendation for rules, is going to all government agencies, with the committee declaring, "In the event such agencies are unable to grant the relief requested because of existing restrictive legislation, it is recommended that appropriate legislative bodies be requested to alter or amend such laws to exclude therefrom the business of motion picture production and exhibition, or that new laws be passed which will permit the operation of regulations herein set forth."

20th Divorce

(*Continued from page* 1)

company into production-distribution and exhibition units at the next accounting period, it was explained.

The official pointed out that the delay would not require the concurrence of the Department of Justice because such a contingency is taken care of in the company's consent decree. In addition, the deadline for effecting divorcement is June, 1953.

The Treasury Department's approval is sought to avoid taxation of stockholders who will be given new securities in the two projected companies in exchange for their old securities in 20th-Fox.

RUN THE CEREBRAL PALSY TRAILER

Ten Premieres This Week Along B'way

Ten new films are slated for Broadway openings this week, heralding the Memorial Day weekend when a business upswing is expected. In the meantime, the box-office lull continued at many first-run situations here.

At Radio City Music Hall, a steady $105,000 is expected to be racked up for the third and final week of "Scaramouche." "Lovely To Look At" bows in at the Hall tomorrow.

The premiere of "Lydia Bailey" will be held Friday at the Roxy, where the second and final week of "Kangaroo" was expected hit a fair $45,000. The Roxy's new stage attraction will headline Allan Dale.

Johnny Ray opens at the Paramount today with "The Wild Heart" on the screen. The second and final inning of "Rancho Notorious" brought a moderate $45,000.

"About Face" at the Warners is doing satisfactorily, with $35,000 estimated for its initial week. The Warner plans to close June 5 for the summer. No reopening date has been set as yet.

At the Mayfair, about $8,000 is indicated for "Outcasts of Poker Flat," a second week's figure which is considered somewhat on the sluggish side. A fair $17,000 is seen for the second week of "Outcast of the Islands" at the Astor, while a nice $8,000 is estimated for the same film at the Fine Arts Theatre.

"The Girl in White" opens at Loew's State Friday, replacing "Wild North," which is expected to do an average $10,000 for its third and final stanza. At the Criterion, the last six days of the third week of "The Sniper" is due to hit a moderate $11,000. It will be replaced tomorrow by "The Red Ball Express."

The third and final inning of "Carbine Williams" at the Capitol was forecast for a slow $17,500 gross. "Skirts Ahoy!" bows there today. Another to premiere today is "Walk East on Beacon," which will replace "The Marrying Kind" at the Victoria. The latter was expected to bow out with a fair $10,000 for its 11th stanza.

Among off-Broadway houses, "Under the Paris Sky" is holding up fine at the Paris Theatre, with $8,500 forecast for the third week. Doing excellently is "Man in the White Suit" at the Sutton, where $12,000 is predicted for the eighth week.

"Actors and Sin" bows in at the Park Avenue tomorrow, replacing "When in Rome," which racked up a fair $3,200 for its third week. A moderate $5,500 is seen for the fourth week of "Never Take No for An Answer" at the Beekman.

Cites Improvement In RCA Color Tube

Basic improvements in the RCA tri-color television picture tube are claimed by Dr. Elmer W. Engstrom, vice-president in charge of RCA's laboratories division.

The improvements, credited to RCA engineer Alfred C. Schroeder, are said to permit a single beam deflection system.

New York Rivoli Closes

The Rivoli Theatre here has closed for the summer. A spokesman for United Artists Theatres, operator of the house, said the closing was indefinite.

Television--Radio

Comment and Opinion

BECAUSE it is currently concerned over the problem of rising costs, television seems to have forgotten that, unlike the motion picture in its youth, it is not dealing with an unspoiled, unsophisticated audience.

At present there is a tendency to rush headlong into the production of cheap, quick films made especially for TV consumption. Some are made in Hollywood, others in Europe where the British, in particular, seem to be interested. For a while these half-hour features will undoubtedly serve their purpose but it would be wise to ask: How long?

People who watch TV to a large extent are also movie fans. They are used to standards which are much higher—production values much more elaborate—than those offered today on television. Inevitably there will come a point where the something-for-nothing mentality of the audience will no longer protect the rush quickies from the criticism they so richly deserve.

☆ ☆ ☆

Things move fast in television. Recently a sponsor dropped a show before his name had ever gotten on the air. Now the Associated Press says it is abandoning its newly inaugurated newsreel service to TV stations. The service started April 14 and terminates May 30. Said the AP: "Uncertainties of the future make it advisable to suspend operations until there can be a clear picture of the rapidity with which new television stations will come into existence."

Congress had something to say about that last week. The Senate Interstate Commerce Committee voted $800,000 to permit the FCC to put on 20 additional teams to start processing and hearing new applications for television stations starting July 1. "The welfare of the people, not the happiness of the FCC, is at stake. TV belongs to the people," the Committee said.

☆ ☆ ☆

Because the rules that govern television programming are sometimes obscure, it isn't easy to figure out why a Saturday night on TV, when outside competition is heaviest, is so much less attractive from the audience point-of-view than Monday night when people are home anyhow. Two CBS-TV programs, one new and one revamped, deserve special mention for brightening up the Saturday lineup.

"All 'Round the Town," sponsored by Pepsi Cola and starring that very personable young husband-and-wife team, Mike and Buff, offers some of the best-arranged interview shows ever seen here for a long time. Last Saturday Mike and Buff took their cameras and microphones to Pennsylvania Station where they described the place and interviewed personnel. There's rarely a lag in their program as the team capably splits up the job of handling the various interview chores.

"Celebrity Time," also on CBS-TV, has been thoroughly revamped and now offers entertainment with a capital E in a pleasing format that still makes the best of Conrad Nagel's personality. Two weeks ago Joe E. Brown outdid himself in the guest spot. Last week Vivian Blaine and Boris Karloff brought songs and laughs to the show. B. F. Goodrich can be proud of the new "Celebrity Time."

☆ ☆ ☆

It has become difficult by now to think of the Sunday afternoon Hallmark "Hall of Fame" over NBC-TV without its charming hostess-actress, Sarah Churchill, the attractive daughter of Winston Churchill. Miss Churchill brings to the half-hour dramatic offering a note of distinction for not only is she a gracious and appealing hostess and narrator, but when starred in one of the biographical sketches in which the Hallmark Theatre specializes, she has proven again and again that she is an actress of unusual ability. Born in Admiralty House, London, in 1916, she decided at an early age that she was for the stage and she has pursued that ambition relentlessly, taking time out during the war to work in the Women's Auxiliary Air Force. She has been in the movies and on the American stage but considers television the most exciting and satisfying work of her career.



Sarah Churchill

☆ ☆ ☆

General Mills has renewed ABC-TV's "The Stu Erwin Show" for another 52 weeks. . . . NBC-Radio inaugurating Stan Kenton Concerts starting June 3.

FRED HIFT

FCC Hearing Date May Be Set Today

Washington, May 27.—Barring a last-minute hitch, the Federal Communications Commission will announce tomorrow or Thursday that the oft-postponed theatre television hearings will get underway sometime this fall, probably in October.

Protest Hollywood TV Production

CONCORD, N. H., May 27.—Opposition to Hollywood producers making films for television was expressed here at the first of four regional meetings of the Independent Exhibitors of New England. Television was foremost on the agenda.

Exhibitors expressed the opinion that theatres should not be used by motion picture producers to carry the burden of its TV competitor and if producers continue such practices, they will inevitably lead to the closing of theatres, it was stated.

Television competition will be greatly minimized if television produces its own film programs, delegates at the meeting concluded.

Snaper to Address Showmen

HARTFORD, May 27.—Wilbur Snaper, Allied States Association president, will address a meeting of the Independent Exhiibtors and Drive-in Theatre Association of New England at the Sheraton Hotel, Springfield, Mass., on Thursday.

Hold Brief FCC Para. Hearing

WASHINGTON, May 27.—The Federal Communications Commission's Paramount hearing went on for only an hour today, and then recessed until tomorrow.

The witness was Sam C. Myers, brother-in-law of Paramount president Barney Balaban and one of the exhibitor witnesses being called by FCC attorneys. It was decided that the ground to be covered by Myers had already been covered by previous FCC witnesses.

Ralph Rockafellow, Para. TV Ad Head

Ralph Rockafellow, director of advertising-publicity for Paramount Television Productions, died here suddenly Monday night at the age of 54.

Rockafellow had been with Paramount since 1948, and prior to that was associated with a number of advertising agencies, including Young & Rubican and Buchanan. Surviving are his widow, Desirée, a son, Ralph, Jr., and a daughter, Mrs. Richard Wayne.

Outdoor Business Up

ALBANY, N. Y., May 27.—Indoor theatre business in this area slumped during the first half of May, while outdoor patronage slightly exceeded that for a comparable period last year, Charles A. Smakwitz, Warner Brothers zone manager, and Harry Lamont, head of Lamont Theatres, report.

See Decision

(*Continued from page* 1)

opinion, they held, that the boards are free to engage in censorship activity providing that they do so within the framework of the Constitution.

The lawyers pointed out additionally that the justices more likely than not would be prone to reverse the old Mutual Film case decision gradually. That is to say the court after having taken the step it has with the "Miracle" decision could decide to go a step or two further toward upsetting the Mutual decision in its ruling on the "Pinky" appeal.

The attorneys feel certain that of the several alternatives from which the court has to select in acting on the appeal in the "Pinky" case, the one least likely to be taken is a refusal to hear the appeal. The fact that the justices heard the "Miracle" appeal upholds this view, it was asserted. However, the high court could remand the "Pinky" case back to the Texas court whence it started with the instruction that it be reviewed in light of the "Miracle" decision. Other alternatives are for the Court to decide to hear the "Pinky" case on its own merits, or uphold the decision of the Texas courts in sanctioning of the banning of showings of the film by the city of Marshall, Tex.

In prosecuting the case the city contended that the film, which has a race relation theme, was prejudicial to the best interests of the community.

Supplied Data to Burstyn

It was learned yesterday that the Motion Picture Association of America, which has taken an active role in the "Pinky" appeal, played a behind-the-scenes role in the "Miracle" appeal. It was said that the appealing distributor, Joseph Burstyn, Inc., was supplied by the Association with considerable data that assisted the firm's case.

Industry attorneys appeared to be agreed that the "Miracle" decision does little in itself to alter the practical problems of censorship for the industry.

"It is clear," one said, "that censors cannot prohibit the exhibition of a film on sacrilegious grounds. Nothing else appears to have been changed and I can't recall any film other than the "Miracle" which encountered difficulties with censors on sacrilegious grounds anywhere in the United States. Under such circumstances the decision can be of only minor significance to the industry.

No Indication of the Scope

"As for the extension of the protection of the First and Fourteenth Amendments to motion pictures under the decision, there is no indication of the scope of that protection and there are very definite statements to remind us that it is limited. Accordingly, it appears that we will have to bring test cases indefinitely to obtain rulings which ultimately will determine what is censorable and what is not, and thus discover to what extent the 'free press' guarantees apply to films.

"That is just about the position in which we have been for years. The decision would appear to give added significance, insofar as the industry is concerned, to the 'Pinky case. It promises to give us a definition of the constitutionality of censorship on grounds of race relations, which is of far more importance to Hollywood producers than the subject of sacrilege, which they are unlikely to utilize, regardless of the present decision.

"We are hopeful that the Supreme Court will see fit to accept jurisdiction in the 'Pinky' case and hand down a clear-cut decision. It would be a long step forward in determining how much protection the court believes should be extended to films under the First and Fourteenth Amendments."

THE COURT RULES—YES AND NO!

By MARTIN QUIGLEY

(*Continued from page* 1)

issuance of an exhibition permit to a film on the grounds of alleged sacrilegious character.

■ ■ ■

Mr. Justice Clark who wrote the decision in which all the members concurred, some with separate opinions, starts out with a blanket inclusion of motion pictures under the protection of the First Amendment and then proceeds to double back to nearly where he started with exception of the clear-cut ruling against "sacrilege" being a constitutional ground for forbidding the exhibition of a film.

Although holding at the outset that motion pictures are entitled to the protection of the First Amendment Mr. Justice Clark goes on to say that, "It does not follow that the Constitution requires absolute freedom to exhibit every motion picture of every kind at all times and places. . . . Nor does it necessarily follow that motion pictures are subject to the precise rules governing any other particular method of expression. . . ." The Justice, referring to an earlier court ruling, observed, "that even protection against prior restraint was not absolutely unlimited."

A highlight of confusion in the whole matter is arrived at when Mr. Justice Reed, after concurring in the extension of the protection of the First Amendment to motion pictures, said, "Assuming that a state may establish a system for the licensing of motion pictures, an issue not foreclosed by the Court's opinion, our duty requires us to examine the facts of the refusal of a license in each case to determine whether the principles of the First Amendment have been honored."

■ ■ ■

In this decision it is apparent that the Supreme Court has once again left an important public question in a status which inevitably will lead to interminable controversy and litigation. It did rule clearly on the constitutionality of legal restraint of a "sacrilegious" film. Happily, however, for the purposes of a decent society, there are but few persons who wish to produce, exhibit or even patronize a film which is offensive to any man's religious sensibilities. On the major question of just where motion pictures stand with respect to the First Amendment guarantee of free press and free speech the court left it floating dizzily about in space.

In face of the confusion precipitated by the court's decision the American industry finds cause for renewed rejoicing in its commitment to its own Production Code. With this self-regulatory plan the industry has a well-charted course to follow in protection of the public interest and its own, irrespective of how the winds blow in the troubled area of political censorship and judicial pronouncement.

Many Will Attend Conn. Symposium

HARTFORD, May 27.—Reservations to attend the second *Hartford Times* motion picture industry symposium on June 4 at Times Tower, atop Talcott Mountain, have been received so far from the following: Joseph R. Vogel, Oscar A. Doob, Harry F. Shaw, Lou Brown, Lou Cohen, and Fred Greenway, Loew's Theatres; Martin J. Mullin, Harry Browning and Ray McNamara, New England Theatres; Harry Feinstein, Harry Goldberg, Jim Totman and J. F. McCarthy, Warner Theatres; Francis M. Winikus, United Artists; Ken Clark, Alfred Corwin and Arthur DeBra, MPAA; Charles McCarthy, COMPO; E. M. Loew and George E. Landers, E. M. Loew Circuit.

Eric A. Johnston, MPAA president, and Ronald Reagan, president of the Screen Actors' Guild, will speak, with *The Times* also playing host to newspaper publishers, managing editors and motion picture editors from Connecticut and Western Massachusetts in a day-long discussion of common ailments of the film industry, as related to the press.

Corwin and Manning Claggett of the Motion Picture Association were here this week for talks with Francis S. Murphy, editor and publisher, and Allen M. Widem, motion picture editor of *The Times*, on the symposium.

RUN THE CEREBRAL PALSY TRAILER

NY Censors Survive High Court Ruling

ALBANY, N. Y., May 27.—Clearly indicating that yesterday's Supreme Court decision in "The Miracle" case does nothing to threaten the continued existence of New York State's film censorship body, Charles A. Brind, Jr., counsel for the Board of Regents, pointed out that all of the grounds for refusing a seal of approval to films, other than the one of sacrilege, remain in the film licensing statute.

The other statutory grounds for refusing a seal are "immoral, obscene or would tend to corrupt morals."

Explaining that he had not had an opportunity to study the Supreme Court's opinion thoroughly, Brind said that if further study confirms the impression that the court's determinaton merely invalidates the action of the Board of Regents in barring the Italian film on the constitutional point that a motion picture cannot be denied a license because it is held to be sacrilegious, then the actual effect of the decision will not be great.

"The Miracle," he pointed out, was the first case in which a motion picture was banned as "sacrilegious" in 30 years of film licensing by New York State.

Dr. H. M. Flick, director of the Motion Picture Division of the State Education Department, the actual film censorship body, said that the personal experience of the members of the division convinced them that some form of statutory regulation of films is required for pictures which do not have the Production Code seal of the industry's self-regulatory machinery.

More than 40 per cent of the pictures submitted to the division for licensing, he said, have not been approved by the industry's Production Code Administration. It is among that group that the need for state regulation arises, he said.

"If the present statutes are inadequate, it would seem that immediate steps should be taken to formulate legislation which would protect the public against unscrupulous exploitation," Dr. Flick said.

It was generally agreed in the Motion Picture Division that the Supreme Court's decision leaves the state body with no alternative but to issue a license to "The Miracle." This can be done at once, according to Dr. Brind.

Italian Production Up, Says Salemson

Italian production is picking up considerably, Harold Salemson Eastern advertising-publicity director for Riviera Films, and producers' representative, declared here yesterday.

Salemson, who has just returned from a three-week trip to Rome, Paris and London, said that there is now in production in Italy "three or four American pictures and about 10 native productions."

Salemson disclosed that Riviera Pictures has finished shooting "Encounter," starring Paul Muni, in Italy and a deal has been completed for United Artists to distribute it here.

Salemson, formerly with Stanley Kramer and Robert Stillman, also announced formal opening of his new headquarters here in the Paramount Building.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 105 NEW YORK, U. S. A., THURSDAY, MAY 29, 1952 TEN CENTS

House Unit Hearings on TV Tuesday

Will Study Product Used on Programs

WASHINGTON, May 28. — A House Commerce sub-committee investigating radio and television programs said it would start public hearings on Tuesday.

After an organizing meeting this afternoon, Chairman Harris (D., Ark.) said the sub-committee would conduct its study "Within the terms of the House resolution, which provides that the sub-committee shall determine the extent to which radio and television programs currently available to the public contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption."

That means, he said, that motion pictures will be studied "insofar as they permit their films to be used on television programs." He admitted, however, that it was "unlikely that we

(*Continued on page 5*)

SIMPP, MPA Differ On French Subsidy

At a meeting here yesterday of the Motion Picture Export Association, representatives of the Society of Independent Motion Picture Producers formally expressed the Society's opposition to any French pact proposals which call for payment of a subsidy to the French industry out of American film earnings in that country.

The MPEA member companies' foreign managers at the meeting indicated that they had little enthusiasm

(*Continued an page 4*)

Heavy $17,000 for Johnny Ray at Para.

The best non-holiday opening day business at the New York Paramount "in a couple of years" was registered yesterday by Johnny Ray on stage and "The Wild Heart" on the Paramount screen. A sturdy $17,000 was forecast for the initial day's business.

Bob Hope in March, 1950, at the Paramount registered a similar gross for his non-holiday opening.

Plan Eidophor Show Week of June 23

The initial public demonstration of 20th Century-Fox's Swiss Eidophor CBS color theatre TV system is planned during the week of June 23 at the company's home office here.

The disclosure came following a meeting between 20th-Fox president Spyros P. Skouras and Earl I. Sponable, research director.

Recruitment Clips Set for Newsreels

Details for the distribution of a newsreel clip and a short subject, produced under the sponsorship of the Council of Motion Picture Organizations, to assist in the recruitment of women for the Armed Forces, were worked out yesterday at a confernce in COMPO's offices here, attended by representatives of the Department of Defense, the sales managers committee and COMPO.

The newsreel clip of 190 feet, produced by Jay Bonafield of RKO-Pathe, will feature a song, "The Girls Are Marching," sung by Fran Warren. Jules Styne wrote the music and Adolph Green and Betty Comden the lyrics. The clip will be included in all newsreels released on June 10.

The short subject, which will have a running time of 10 minutes, is entitled "The Real Miss America" and

(*Continued on page 4*)

Schwartz Criticizes Studios' Inaction On Exposition Plan

Hollywood studio heads' failure to meet with New York exhibitors to discuss proposals for holding an industry exposition was sharply scored here yesterday by Fred J. Schwartz, head of the Organization of the Motion Picture Industry of New York.

Schwartz deplored what he termed the ignoring by Coast executives of the exhibitors' expressed desire to confer on the possibilities of setting up an exposition featuring studio equipment, actors and other accoutrements of the trade at Grand Central Palace here. The proposal included the suggestion that the exposition be transported to other U. S. cities following its New York "run."

The organization headed by

(*Continued on page 4*)

KATO Meet Warned On Censorship

LOUISVILLE, May 28.—A warning to be continually on the alert "against the threat of either state or municipal censorship and be ready to combat it wherever it may be proposed," was sounded by Leon J. Bamberger, sales promotion manager of RKO Radio, at the opening day of the annual convention at the Brown Hotel here of the Kentucky Association of Theatre Owners.

Bamberger cited the costs and haz-

(*Continued on page 4*)

Most Circuits Plan to Carry Robinson Bout

Contracts Between TNT, Theatres Being Signed

Ninety per cent of theatre-TV equipped circuits have signified their intentions of carrying the June 23 Robinson-Maxim light heavyweight title bout, it was learned here yesterday.

These circuits, it was disclosed, include United Paramount Theatres, Loew's, and Fabian. Negotiations are currently underway between Theatre Network Television, the agency which booked the event, and RKO Theatres and the Warner circuit.

The TNT event, which will be telecast from New York's Yankee Stadium, was offered to every exhibitor whose theatre is equipped with large-screen television—about 75 in number. Clearances from the American Telephone and Telegraph Co., which operates the long-lines facilities, would

(*Continued an page 5*)

8 Percentage Suits Filed in S. Carolina

COLUMBIA, S. C., May 28.—Louis A. Linder was named defendant in eight percentage actions filed in Federal Court here. Paramount, Loew's, 20th Century-Fox, Warner, RKO Pictures, United Artists, Universal and Columbia each filed for damages based on alleged under-reporting of receipts at four of Lindner's houses in the state.

C. T. Graydon and Augustus T. Graydon signed the complaints for the plaintiffs. Sargoy & Stein of New York are of counsel.

Government Appeals Ad Film Decision

Washington, May 28. — The Government has appealed to the Supreme Court a lower court decision which denied the Federal Trade Commission the right to prohibit advertising film companies from making exclusive theatre screening contracts of more than one year.

TV, Radio Face Levies to Help Support the FCC

Radio-TV Code Is Called Inadequate

The recently adopted code of the National Association of Radio and Television Broadcasters was labelled "inadequate" by Max Gilford, special counsel of the National Television Producers of Hollywood, here yesterday.

In an address before the National Television Film Council at the Warwick Hotel, Gilford said the TV industry needs a self-regulatory code such as the motion picture industry PCA document, in order to escape government regulation and control. He said that a code to be effective must

(*Continued on page 5*)

WASHINGTON, May 28.—The Senate Appropriations Committee today ordered the Federal Communications Commission to prepare recommendations for making broadcasting and telecasting licenses pay part of the costs of Federal regulation under the FCC.

The committee action came as it increased the recommended FCC appropriations substantially over the House-approved figure. The Administration had asked $8,075,000 for the agency in 1952-53, and the House had cut this to $6,108,460. The Senate Committee upped this to $6,708,460, and said the extra $600,000 should be used to handle the increased workload growing out of the lifting of the television freeze.

However, the Committee said, it felt

(*Continued an page 5*)

Personal Mention

MAJOR ALBERT WARNER and SAM SCHNEIDER, Warner vice-presidents, have returned to New York from the Coast. HARRY KALMINE, Warner Theatres head, has also returned.

•

JOHN NATHAN, Paramount International's general manager for Continental Europe, North Africa and the Middle East, will arrive in New York today by plane from Paris.

•

EDWARD LAWRENCE, assistant to HOWARD STRICKLING, M-G-M studio publicity director, will leave here today for Montreal en route back to the Coast.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., and R. O. STROCK, manager of engineering, have left here for Hollywood.

•

HEBRERT J. YATES, Republic president, and his executive assistant, WILLIAM SAAL, left here yesterday for the Coast.

•

RAY E. MOON, Universal assistant domestic sales manager, and FOSTER M. BLAKE, Western sales manager, returned here yesterday from Chicago.

•

DAVID BEZNOR, general counsel of the Colosseum of Motion Picture Salesmen of America, is in New York from Milwaukee.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales, has returned here following a two-week trip to the West.

•

ALBERT HOWSON, director of censorship for Warner Brothers, has started his 28th year with the company.

•

ROBERT LURY, managing director of United Artists in Japan, has arrived in New York from that country.

•

FRANK, HERMAN and MAURICE KING, producers, are in New York from the Coast.

•

CLARENCE BROWN, M-G-M producer-director, will leave the Coast by plane June 19 for London.

•

MILTON RACKMIL, president of Decca Records, is slated to leave here for the Coast Monday.

•

JOSEPH A. WALSH, head of branch operations for Paramount, will be in Chicago from Omaha today.

•

MILTON SPERLING, president of United States Pictures, has returned to Hollywood from Europe.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Memorial Day, a legal holiday.**

INDEPENDENTS USE WRESTLING MATCHES TO PROMOTE B.O.

CLEVELAND, May 28.—The Community Theatre, only film house in the town of Cadiz—population, 3,000—operated by independents John Gorsuch and Ralph Wood, is boosting its box-office take and establishing the theatre as a center of amusement by presenting "live," professional wrestling matches whenever top wrestlers are available. No films are shown on those nights, when admission is scaled from $1.50 to $3.00, with all seats reserved.

Gorsuch and Wood build a ring over the orchestra pit. Response has been excellent with patrons coming from the entire surrounding area, Forthcoming screen attractions are especially well advertised on these occasions in expectation of bringing some of the audience back for a motion picture.

Urge British Pact Talks Be Held Here

The suggestion that the coming negotiations on a new remittance agreement with Britain be held in this country has been made to officials of that government and some interest in it is being shown, industry officials said yesterday.

However, no date or place for the meetings have been set yet. Heretofore, all negotiations on previous remittance agreements have been held in London, with the American industry contingent making the trip there and remaining for a period of weeks. If the British Board of Trade and Treasury officials agree to meet here, the coming sessions probably will be held either in Washington or New York in late summer. The current pact between the industry and Britain carries a provision for reopening of negotiations on terms prior to Sept. 30. The British have requested a reopening with the expected intention of endeavoring to lower the American industry's sterling conversions and increase American participation in production in Britain.

U. K. Box-Offices Pinched by Video

OTTAWA, May 28.—Television is harming the British theatre business but it is also improving the quality of British films, stated Dr. Roger Manvell, director of the British Film Academy, on a visit here. British producers are now forced to turn out better quality films to meet this competition, he added.

Weekly attendance at British film theatres has dropped off from a postwar peak of 31,000,000 to a present 27,500,000 but British fans are still showing a sharpening of taste as box-office figures reveal that quality is selling, Manvell said, whereas formula films are losing favor with the public.

Dr. Manvell, who has held his post since the inception of the Academy in 1947, is touring the world in behalf of British films.

Omaha Exhibitor Hits UPT at Hearing

WASHINGTON, May 28.—Ralph D. Goldberg, Omaha exhibitor, today gave the Federal Communications Commission's Paramount hearings lengthy testimony alleging actions and attempts by United Paramount Theatres director A. H. Blank to force Goldberg to cease competition with Blank's circuits.

Most of Goldberg's testimony covered the 1929 to 1941 period. At one point he told the hearing that Blank had boasted of being immune to anti-trust prosecution. At another, he claimed that he had to promise Paramount in 1934 to close his State Theatre for a 20 year period. Other charges covered attempts to force him to sell his theatres and his inability to get product. Goldberg returns for cross-examination tomorrow.

Distributors Win Balto. Trust Suit

BALTIMORE, May 28.—A Federal Court jury here, after deliberating one hour today, entered a verdict of not guilty in favor of major distributors in the $315,000 treble damage anti-trust action brought by Theatre Enterprises. The trial was held before Judge William C. Coleman.

Theatre Enterprises had charged distributors with conspiracy in refusing first-run films to its Baltimore suburban theatre. In its petition it asked the relief sought for, plus $115,000 costs, in lieu of damages.

3 UPT Houses in Phila. Close June 10

PHILADELPHIA, May 28. — The Tower, the Nixon and the Roosevelt, three of Philadelphia's key run theatres, are closing their doors permanently on June 10. The three deluxe houses, all owned by United Paramount Theatres, have succumbed to what was termed "excessive operating costs" and the multiple run situation, according to Jay Wren, managing director of the Tower.

Legion of Decency Puts 2 in Class B

The current Legion of Decency report places two films in Class B and three in Class A. The former are: "Glory Alley," M-G-M, and "Scarlet Angel," Universal. One Class A-1 film is "Montana Territory," Columbia; two in Class A-2 are "Gobs and Gals," Republic, and "Kangaroo," 20th Century-Fox.

Essaness Quits Embassy

CHICAGO, May 28.—Essaness Theatres is going to give up the Embassy Theatre here Saturday. Probability is, however, that the house will not go dark, at least for the time being, with the landlord planning to take over operation.

Loew's Stock Dividend Cut

A cut to 20 cents per share, from the usual 37½ cents for the latest Loew's quarterly common stock dividend, payable June 30 to stockholders of record on June 11, was voted by directors of the company at a meeting here yesterday.

Last month, Loew's reported a net profit of $1,647,977 for the 16 weeks ended March 13, and a profit of $3,737,316 for the 28 weeks ended on that date. These figures compared with prior year figures of $2,230,911 and $4,225,865, respectively.

On Tuseday, United Paramount Theatres' directors voted a reduction of that company's quarterly dividend from 50 to 25 cents per share.

Name Ralph Bellamy Actors Equity Head

Ralph Bellamy is the new head of Actors Equity, having been elected to a three-year term, along with the following officers: Maurice Evans, first vice-president; Raymond Massey, second vice-president; Frederick O'Neal, third vice-president; Margalo Gillmore, fourth vice-president; Paul Dullzell, treasurer, and John Effrat, recording secretary.

Chosen for five-year terms as councilors on the governing board were John Drew Devereaux, John Forsythe, Marjorie Gateson, Richard Gordon, Juanita Hall, Katherine Meskill, Claudia Morgan, Elliott Nugent, Kent Smith and Frederic Tozere. Replacements for three years on the board are George Britton and Rusty Lane; for two years, Dort Clark.

20th Appeals Decision

HOLLYWOOD, May 28.—Twentieth Century-Fox today filed an appeal from the recent Federal District Court decision awarding Ring Lardner, Jr., $20,000 plus interest, which was sought by the latter as the amount he would have received under his unexpired contract terminated by the studio when he refused to answer questions put to him by the House.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"LOVELY TO LOOK AT"
Kathryn GRAYSON · Red SKELTON · Howard KEEL
Color by TECHNICOLOR · An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION



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WARNER POWER

"The Winning Team"

THE FLAGS WILL BE FLYING AT THE

World Premiere June 6th Springfield, Mo!



PREVIEW FLASH!
Here's a sample of Coast raves at sneak showing: "Ronald Reagan and Doris Day make it live and breathe -- you will sigh, cheer and cry over 'The Winning Team'."
STARR- L.A. HERALD-EXPRESS

The picture chosen for the Reunion of Missouri's famed 35th Division!
(President Truman's World War I outfit)

Simultaneously in 3 Springfield theatres and 150 houses in the surrounding area!

Watch for the big news coverage!



DORIS DAY • RONALD REAGAN

in... AND AS

"The Winning Team"

ALSO STARRING

FRANK LOVEJOY

BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

MILLER · JAMES MILLICAN · RUSTY TAMBLYN · HUGH SANDERS · GORDON JONES · FRANK FERGUSON · WALTER BALDWIN · DOROTHY ADAMS · SCREEN PLAY BY TED SHEREDEMAN and SEELEG LESTER & MERWIN GERARD · PRODUCED BY BRYAN FOY · DIRECTED BY LEWIS SEILI

SIMPP, MPA

(*Continued from page* 1)

for the French's subsidy proposals, but might be willing to accept one of them if other possible avenues to an agreement were blocked.

The MPEA attitude appeared to be that having included such a provision in the latest Italian pact the Americans perhaps owe it to the French to accord them similar benefits. The SIMPP position is diametrically opposed to this. One Society representative expressed it this way: "The time to call a halt to such arrangements is now, otherwise we'll be maneuvered into making them with every country we do business with." Likewise, he added, American producers would find themselves filming pictures in all corners of the world with financing from blocked earnings.

Another MPEA meeting on the subject is tentatively scheduled for next week, with the day not yet set. Yesterday's parley was given over to discussion of the merits and demerits of the several alternative counter-proposals for an agreement made by the French. No attempt was made to take definite action on one of them because, it was pointed out, the French government has not yet given its official approval of the counter proposals, which emanated from the French delegates at the Paris negotiations recently. The delegates made the proposals with the proviso that the government's approval would be necessary before any one could be agreed to.

Eric A. Johnston, Motion Picture Association of America president, presided at the meeting yesterday. In attendance, in addition to the foreign managers, were Joyce O'Hara, MPAA vice-president, and James Mulvey and Alfred Crown, representing the SIMPP.

Gray 'Photoplay' Editor

Tony Gray, who recently joined the staff of *Photoplay* magazine as managing editor, has been appointed editor, succeeding Adele Whitely Fletcher, it was disclosed here by Fred R. Sammis, editor-in-chief of Macfadden Publications. Gray formerly was editor of *Movieplay*.

Review

"The Wild Heart"

(Selznick—RKO Radio)

A STRANGE LOVE TRIANGLE of brooding moods and dark symbols is offered in "The Wild Heart," a story written, directed and produced by the noted British team of Michael Powell and Emeric Pressburger. There are certain veiled depths to the motives that sometimes give the picture an impenetrable aura, yet it has a mark of quality throughout. The story unfolds against an excellent background of wild, outdoor beauty in which the eye revels, with color by Technicolor enhancing the effect.

Jennifer Jones heads the cast as an exuberant, untamed country girl who lives frugally with her weird, coffin-making father. For friends she has an assortment of pets, foremost of which is a fox cub.

Her first emotional involvement with a man comes in an unexpected way. Returning home one night, Miss Jones is petrified by what she considers an approaching ghost. To the rescue comes David Farrar, a wealthy, arrogant squire, and he invites her to his manor for the evening. Farrar's manners with ladies are not quite as impressive as his manor, and so Miss Jones takes refuge for the night in a servant's quarters. When Miss Jones leaves the next morning a strange chemistry seems to have worked, leaving each fascinated by the other.

Taunted by her grizzled father, Miss Jones vows to marry the first man who offers his hand and this turns out to be the local minister, Cyril Cusack. Soon the tranquilty of married life takes uneasy hold of Miss Jones and when the squire reappears, an old longing seizes her, culminating in her running off to live with him. Since the squire is quite cruel, it becomes an easy decision for Miss Jones to return to her husband who comes seeking her. At this point however community disapproval mounts to an uncomfortable pitch. The situation is resolved by an ill-fated end for Miss Jones. She plunges into a deep well while attempting to rescue her pet fox from hunting hounds.

Miss Jones turns in a sterling performance that is bound to move patrons. Supporting roles are professionally competent. A David O. Selznick picture, it was based on Mary Webb's novel, "Gone to Earth."

Running time, 82 minutes. Adult audience classification. For July release.

MANDEL HERBSTMAN

Warner Theatres in Cleveland Curtail

CLEVELAND, May 28.—The local Warner theatre department, now reduced to a staff of four, has moved out of the Warner Building to occupy quarters in Warner's Allen Theatre. With the contact department moved to Pittsburgh and the resignation of Nat Wolf as Ohio zone manager, the reduced personnel now consists of Dick Wright, district manager; D. Leonard Halper, maintenance man; Bob Giles, engineer, and Joe Weinstein, booker. The department formerly occupied an entire floor in the Warner Building.

The curtailment is in line with the trend brought about by divorcement under the decree.

Sidney Re-elected President of SDG

HOLLYWOOD, May 28.—The Screen Directors Guild has re-elected George S. Sidney president, and elected Lesley Selander and George Seaton vice-presidents; Fred Zinnemann, secretary, and George Marshall, treasurer.

KATO Meet

(*Continued from page* 1)

ards of censorship and added that "the real success we have had in avoiding further restrictions arises from the fact that the industry has accepted its responsibilities in the matters of morals and ethics and instituted their own self-regulatory machinery consisting of the Production Code and the Advertising code."

The directors meeting opening the convention was devoted largely to a discussion of the case of the Fourth Avenue Amusement Co. vs. Commonwealth Theatres of Kentucky to hold admission taxes unconstitutional on the grounds that they are confiscatory and discriminatory.

About 100 exhibitors attended the first afternoon session, of which president Guthrie F. Crowe was chairman, and heard, aside from Bamberger, Fred Matthews, vice-president and general manager of Motiograph, Inc., and Frank H. Riffle, chief sound engineer, on theatre television; Earl W. Penrod of Affiliated Advertising Distributors, Indianapolis, on contests and give-aways; Jack Keiler, Columbia Amusement Co., Paducah, on practical showmanship ideas; H. Clyde Reeves, Commissioner of the Kentucky Department of Revenue, on state tax problems, and Lou Arru, drive-in owner, on drive-in operations.

Alfred Starr of Bijou Amusement Co. was the speaker at tonight's dinner.

RUN THE CEREBRAL PALSY TRAILER

Schwartz

(*Continued from page* 1)

Schwartz is comprised of theatre owner members of the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York. An organization committee was formed two or three months ago and indicated its willingness to travel to Hollywood for conferences with studio executives regarding the proposed expositon. Previously, the Council of Motion Picture Organizations and presidents of Motion Picture Association of America member companies indicated their support of the proposal, the presidents having pledged financial backing contingent on the attitude of the Coast executives toward the holding of an exposition.

Members of the Schwartz group met at luncheon yesterday with the MPAA advertising-publicity-directors committee to report on general progress made by the organization, which is dedicated to improving industry public relations in the area, during the past year. Now the MPAA has backed the organization's efforts with financial aid.

In addition to Schwartz, the following were present at the luncheon, which was held at the St. Moritz Hotel: Oscar Doob, Harry Goldberg, Harry Mandel, Morton Sunshine, Charles Simonelli, Sidney Schaefer, Jerry Pickman, Steve Edwards, S. Barret McCormack, Rodney Bush, Abe Goodman, Jeff Livingston, Roger Lewis, Gilbert Golden, Alfred Corwin and John Phillips.

Recruitment Clips

(*Continued from page* 1)

was also produced by Bonafield. Written by Robert E. Sherwood and Jerome Brondfield of RKO Radio, the subject will have Henry Fonda as narrator. It will be offered free to exhibitors and is expected to be released July 1.

Bookings of the short will be made available by film exchanges to recruitment officers of all four Armed Services, which will supply exhibitors with printed material aimed to interest women in enlisting.

Those attending the conference were Mrs. John Hay Whitney, member of the Defense Advisory Committee on Women in the Services; Capt. Evelyn J. Blewett, assistant to Assistant Secretary of Defense Anna M. Rosenberg; Lt. Col. William Berkeley, Army-Air Force Recruiting Service; Commander John Miller, Navy Recruiting Service; Major Thomas Field, Marine Recruiting Service; Bonafield, Oscar Morgan and Monroe Goodman of Paramount, Robert W. Coyne and Charles E. McCarthy of COMPO.

New Pact for Foy

HOLLYWOOD, May 28. — Producer Bryan Foy has been given a new long term contract by Jack L. Warner, executive producer at the Warner studio.

THEATRES FOR SALE

IN COMPLIANCE WITH THE ORDER OF THE U. S. DISTRICT COURT
WE OFFER THE FOLLOWING PROPERTIES FOR SALE

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OWNED PROPERTIES

Corning, N. Y.; Cortland, N. Y.; Lockport, N. Y.; Oneonta, N. Y.; Rochester, N. Y. (2); Perry, N. Y. (vacant lot); Ravenna, Ohio; Van Wert, Ohio (non-theatrical building); Cambridge, Md.; Easton, Md.; Cumberland, Md.

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NEW YORK 630 Ninth Avenue

Robinson Bout

(*Continued from page* 1)

open the exclusive theatre TV bout to West Coast theatre-TV equipped houses.

TNT, which has refused to disclose the number of theatres lined-up for the event until theatres begin selling tickets to the public, is currently engaged in executing contracts, it was further learned.

For the contracting circuits, TNT has been working with A.T. & T. for the necessary clearances, while the ordering of local loops is being done by individual circuits and exhibitors.

It was said that there have been many instances of multiple theatre requests for the bout in the same city, a more widespread condition in theatre TV this year than last.

According to a field report from Cleveland, three downtown theatres, the RKO Palace, Warner's Allen and Loew's State, have reportedly bid for the Robinson-Maxim bout. The Hippodrome RCA TV installation in Cleveland is not entirely completed.

If the Hippodrome installation is completed in time to present the fight, four downtown Cleveland houses may share the fight crowds. Until now, the RKO Palace was the only one equipped with TV facilities.

A spokeman for TNT, queried on multiple theatre requests, said that TNT has authorized multiple theatres in several large markets to exhibit the telecast in view of what TNT claimed to be "the strong box-office attraction of the Robinson-Maxim fight."

The following theatres have already announced plans to telecast the bout: Chicago: B. & K.'s Marbro, Tivoli and Uptown; Hammond, Ind.: Paramount, Crown; Pittsburgh: Shea's Loew's Penn Fulton; Boston: Pilgrim, Loew's State.

RKO Theatres, it was learned, is negotiating to carry the bout in Washington, Cleveland, and Cincinnati.

Meanwhile, the Pilgrim Theatre in Boston announced that admissions for the fight will be $3.60 for reserved seats in the orchestra and mezzanine and $2.40 for unreserved seats in the balcony.

Called Inadequate

(*Continued from page* 1)

operate on the production level. Gilford added that his organization has a code of ethics for member producers.

Pleading for unity in the face of the projected Congressional probe of the contents of TV programming, Gilford asked the West Coast and Eastern TV organizations to set up a liaison committee to meet the Congressional attack. The suggestion was taken up by Melvin Gold, president of the NTFC, who said that the board of directors of his organization would meet next week to act on the proposal. Gold said it was likely that the NTFC board would be in favor of concerted action.

The NARTB code was also attacked by Pete Rodgers, sales manager of the Atlas Television Corp. The code, he stated, is being interpreted differently by each individual code-subscribing station.

The NARTB code, it was further claimed, is being used as an excuse by some TV stations to bar films, not because of indecency, but to free a station from commitments to TV distributors.

In his address, Gilford called the current attacks on TV programming "political," adding that the province of TV programming is already in the hands of one government agency, namely the Federal Communications Commission.

Review

"Lydia Bailey"

(*20th Century-Fox*)

A HEADLINE-MAKING world premiere was accorded "Lydia Bailey" early this month in Port-Au-Prince, Haiti, when about half-a-hundred newspapermen were flown down from New York by 20th Century-Fox as guests of the Haitian government. The opening marked the climax of an exciting four-day festival.

Based on Kenneth Robert's historical novel, the picture, in color by Technicolor, recaptures the country's fight for freedom against the rule of Napoleon. As a motion picture it makes spectacular entertainment of the popular variety. Throughout are scenes of fight and flight and imminent dangers which are easily converted into imaginative exploitation angles. Actually filmed in Hollywood, the picture shows an amazing authenticity, from the recreation of backgrounds to the voodoo dances and native music.

Heading the cast are Anne Francis, Dale Robertson and William Marshall, with the former two providing the romantic thread that runs through the picture. The picture's background concerns the establishment of a black republic in Haiti by Toussaint L'Ouverture at the beginning of the 19th century, with Napoleon sending his forces to reestablish French control of the island. In the course of the fluctuating combat, brief portraits of Haiti's patriots emerge.

Robertson fits into the story as a young Boston lawyer who goes to Haiti to find Miss Francis whose estate he wants to settle. He eventually falls in love with her while both get caught up in the rebellion. In the course of the romance both manage to help the Haitains win their freedom.

Marshall, in the unusual role of King Dick, turns in a brilliant performance. Others providing good support are Charles Korvin, Luis Van Rooten and Adeline de Walt Reynolds. Jules Schermer produced, and Jean Negulesco directed, from the screenplay by Michael Blankfort and Philip Dunne.

Running time, 89 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

Give Notice of Appeal To Chi. Defendants

CHICAGO, May 28.—The government has served the defendants in the U. S. vs. Star-Lite Drive-in suit with a notice of appeal of the recent decision handed down here in favor of the defendants, who were accused by the anti-trust division of conspiracy to fix prices. Defendants in the suit include the Star-Lite Drive-in, A.B.C. Drive-in, Illinois Drive-in, Oaklawn Drive-in (twin), Double Drive-in, Essaness Theatres Corp., and Gandel and Fink.

In another case here, action continues in Trinsley vs. United Artists et al, in which the bone of contention is a stock transfer by which United Artists acquired an interest in the Towne Theatre, Milwaukee. The plaintiff alleges that the sale of stock was made under duress in order to obtain pictures for exhibition at the Towne. Hearings before master-in-chancery William Saltiel are expected to continue into June, with no decision likely before early fall.

Cinema Amusements Files New Suit

DENVER, May 28.—Cinema Amusements, Inc., which won $300,000 in a recent anti-trust suit against Loew's, RKO Pictures and 20th Century-Fox, has again filed suit, this time asking $3,750,000 in treble damages because of alleged inability to get first run pictures at reasonable prices from June 14, 1946, to date. Cinema claims it could have earned $1,250,000 if it had been able to secure proper prices on first run product. The case parallels the previous suit filed in United States District Court.

Industry Host to Police

HOLLYWOOD, May 28.—Police from cities across the country attending the "Delinquency Control Institute" at the University of Southern California were guests of the film industry on Monday.

TV Hearings

(*Continued from page* 1)

will get very deeply into film standards."

Lead-off witness on Tuesday will be Rep. Gathings (D., Ark.), sponsor of the probe. For the rest of the week, the sub-committee will hear from other members of Congress and from representatives of civic groups. "At the proper time," individual broadcasters and spokesmen for the broadcasting industry will be heard, Harris said.

The sub-committee plans to study programming techniques, Harris indicated, "including the question of responsibility for and control over program content on the part of broadcasting licensees." He said the FCC is being asked to make available to the committee any complaints which the Commission might have in its files with regard to radio and TV programs.

Face Levies

(*Continued from page* 1)

that the cost of regulating the radio and television industries should "to some measure" be reimbursed by applicants and licensees, and it told the FCC to study and report to the proper Congressional legislative committees a proposed "fair and equitable fee schedule to make this work as nearly self-sustaining as possible." Presumably, these fees would be set up for license applications, construction permits, and licenses and renewals."

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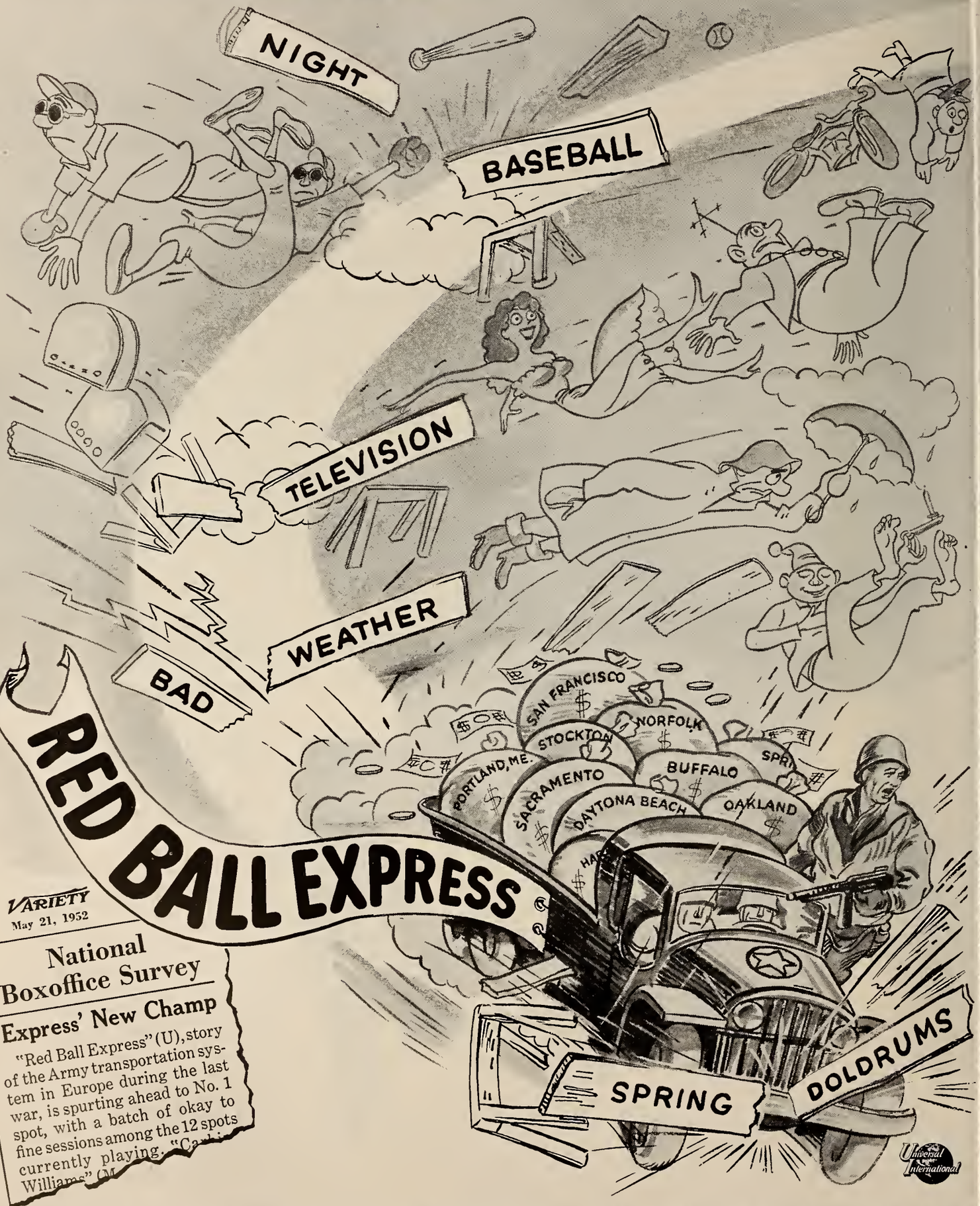
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RED BALL EXPRESS

VARIETY
May 21, 1952

National Boxoffice Survey

'Express' New Champ

"Red Ball Express" (U), story of the Army transportation system in Europe during the last war, is spurting ahead to No. 1 spot, with a batch of okay to fine sessions among the 12 spots currently playing. "Ca... Williams" (M...

"RED BALL EXPRESS" Starring JEFF CHANDLER • ALEX NICOL • JUDITH BRAUN • CHARLES DRAKE with Jacqueline Duval • Sidney Poitier Hugh O'Brian • Directed by Budd Boetticher • Screenplay by John Michael Hayes • Produced by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 106 NEW YORK, U.S.A., MONDAY, JUNE 2, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

MAJOR distributors won an important legal victory in Federal Court in Baltimore last week when a jury exonerated them of conspiracy charges in the treble damage anti-trust suit brought by Theatre Enterprises, Inc. The latter contended that its neighborhood Crest Theatre had been illegally deprived of first-run product. It took the jury less than an hour to decide otherwise.

•

In the neighboring state of Pennsylvania only a short time before, the Allentown Drive-in Theatre had won a similar case, carried all the way to the U. S. Supreme Court by distributor defendants. The major difference in this case, it might be assumed, was the distributors' contention in the Crest suit that a Baltimore first-run is a showcase for the hundred or more theatres in the city and vicinity and that licensing of first-run to a neighborhood theatre, regardless of the terms offered by that theatre, could be disastrous to a picture's revenue in the area.

But the blue ribbon jury in the Crest case was quick to realize that sound business judgment, independently, though unanimously, exercised, must necessarily lead to refusal of first-run licensing to the neighborhood theatre. Otherwise, as all in the trade are aware, the pictures concerned would suffer irreparable injury both in public estimation and in treatment by the scores of other theatres in the area.

•

In that respect, the distributors' victory, should it stand, is of equal importance to exhibitors. They, no more than distributors, can be unaffected if courts continue to rule that any theatre, under the law, is entitled to a picture by virtue of making the highest offer. That simple rule, when restricted to immediate competitors, may be justified. It cannot be when the award of the picture affects every theatre, and the public's appraisal, in a major exhibition territory.

The jury's finding offers hope that despite the chaos of pending and threatened litigation and the confusion of conflicting court decisions on the subject, the motion picture still may be permitted the free exercise of business discretion in the selection of its most productive markets.

Plan 75 Per cent of 'U' Films in Technicolor

Three-fourths or more of all Universal pictures for 1952-53 will be in color by Technicolor, representing a 50 per cent increase in the use of Technicolor, the company reports.

The large color increase was said to be one of the foremost projects discussed at a series of meetings just completed at the Coast studio, attended by president N. J. Blumberg; studio heads Leo Spitz and William Goetz; Alfred E. Daff, vice-president and director of world sales; Edward Muhl, vice-president and studio general manager; Charles J. Feldman, domestic sales manager, and David A. Lipton, vice-president in charge of advertising and publicity.

Plans were also made to continue the present level of production of 36 films a year, with three releases per month. The emphasis on color was said to be in response to exhibitor requests and to reports that "Technicolor is one of the most effective means of off-setting the competition of other entertainment media."

"U's" home office stated that company executives were highly optimistic over future box-office prospects in view of the progress made during the first months of the year.

Release dates for the remainder of 1952 were set as follows:

July: "Has Anybody Seen My

(*Continued on page 3*)

Arbitration Rules Meeting Tomorrow

The rules committee of the Industry Arbitration Conference will reconvene here tomorrow afternoon following more than a week of independent drafting of sections of the forthcoming industry arbitration plan by committee members.

Herman M. Levy, committee chairman, will come to New York from New Haven to preside at the meeting. He will meet with representatives of the trade press following the meeting to report on progress. The document is due to be turned over to arbitration conference delegates about a week before the second industry conference, which convenes here on June 16.

$3,194,000 Film Company Dividends

WASHINGTON, June 1.—Publicly-reported cash dividends of motion picture companies in April amounted to $3,194,000, against $3,475,000 last April, the Commerce Department reports. Commerce officials said the entire drop was accounted for by the fact that fewer Warner Brothers shares were outstanding this year and so the total Warner dividend payment was smaller.

Anti-Slump Tonic Is Concocted for Texas Compo Meet

DALLAS, June 1.—A special campaign designed to combat the traditional springtime abatement of theatre business in the Southwest will be presented to the forthcoming Texas Council of Motion Picture Organizations conference by Paul Short, National Screen executive, who is the author of the campaign.

Short at the weekend expressed confidence that the campaign "will be met with enthusiastic approval of the Conference." He recently completed a survey which shows that theatre business in the Southwest drops off from 12 to 27 per cent each year during the six weeks before schools

(*Continued on page 3*)

Builders Ask NPA For More Relaxation

WASHINGTON, June 1.—Spokesmen for construction firms have told the National Production Authority that they are finding no difficulty in obtaining building materials and believe that construction controls can be relaxed even more than now programmed by the NPA.

This view, which was presented to the NPA by a construction industry advisory committee late last week, gives further indication that the re-

(*Continued on page 3*)

RKO Pictures Loses In First Quarter

An unaudited net loss of $1,956,652, after all charges, for RKO Pictures Corp. and subsidiary companies for the three months ended March 29, 1952, was disclosed here at the weekend. This compares with a loss of $1,086,365 for the first quarter of 1951.

For its first year of operation since the split-up of Radio-Keith-Orpheum, RKO Pictures earned $334,627. This compared with an estimated net loss of approximately $5,800,000 on a pro forma basis for 1950.

Name Rackmil For Universal Board Post

Sole Decca Nominee; 'U' Presidency Later

In his first move to become a part of Universal Pictures Corp. since Decca Records, of which he is president, acquired 26 per cent of Universal's common stock some months ago, Milton R. Rackmil appears as a candidate for election to the Universal board of directors at the annual meeting of stockholders in Wilmington, Del., on July 8.



Milton Rackmil

Rackmil's election to the board is regarded as automatic. It is also viewed in the trade as an immediate prelude

(*Continued on page 3*)

Seek a Closer Tie With Distributors

COLUMBUS, O., June 1.—The new officers and board of directors of the Independent Theatre Owners of Ohio aim to establish and maintain a liaison between distributors and members of the organization so that any differences may be discussed on a personal rather than on a publicity basis, ac-

(*Continued on page 3*)

Industry Pro-Compo, But Emphatically

Distribution, production and exhibition are overwhelmingly in favor of the Council of Motion Picture Organizations' continuance, according to a vote by panel members of the *Motion Picture Herald* Institute of Industry Opinion, the results of which are published in the current issue of the *Herald*.

Answering the question, "Should COMPO be continued?", the panelists voted in the affirmative as follows: Distribution, 95.1 per cent; production, 90.2 per cent; exhibition, 85.3 per cent.

Personal Mention

CHARLES FELDMAN, Universal domestic sales manager, returned to New York from the Coast at the weekend.

•

HUGH OWEN, Paramount's Eastern-Southern division manager; E. A. FITTER, his assistant; HENRY RANDEL, New York district manager, and MYRON SATTLER, New York branch manager, will return here today from Boston.

•

LESTER COLEMAN, assistant to GEORGE A. SMITH, Paramount's Western division manager, will arrive here today en route to West Point to attend the graduation of his son, RICHARD, from the U. S. Military Academy.

•

HERBERT T. SILVEREERG, Hollywood attorney, will have an article in the June issue of the *Virginia Law Review* entitled, "Televising Old Films —Some New Legal Questions About Performers' and Proprietors' Rights."

•

JACK KIRSCH, president of Allied of Illinois, and his wife announce the forthcoming marriage of their daughter, EILEEN GLORIA, to DAN STUART WOLFSON on June 22.

•

WILLIAM PERLBERG, producer, has been named a lifetime honorary member of Delta Kappa Alpha, national cinematograph fraternity.

•

JIM TOTMAN, assistant zone manager of Warner Brothers Theatres in New Haven, has returned there from Philadelphia.

•

MONTAGUE SALMON, managing director of the Rivoli Theatre here, flew to London from New York over the weekend.

•

TED TETZLAFF, M-G-M director, will arrive here today from London and tomorrow will leave for the Coast.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, is back in Washington from New York.

•

RICHARD ALTSCHULER, president of Republic International, left here for London over the weekend.

•

JIM MCCARTHY, manager of the Warner Strand Theatre in Hartford, is vacationing in Florida.

•

J. E. MEYERS has been added to the office force of Wil-Kin Theatre Supply Co. in Atlanta.

•

REBA ADAMS, Republic booker in Atlanta, has returned from a honeymoon in Havana.

•

DAVID E. ROSE, producer, will arrive here today from the Coast.

•

AL LEWIN, M-G-M producer, left here over the weekend for Europe.

•

MAX FINK, Hollywood film lawyer, has left here by plane for London.

Tax Take Shows March Business Tops in 1952

WASHINGTON, June 1.—General admission tax collections in April, reflecting March box-office business, were the highest for any 1952 month so far, but were still almost $1,000,000 below those for April, 1951, the Bureau of Internal Revenue reports.

April collections were put at $25,787,461, against $26,782,766 in April, 1951. However, the current April take compares to $19,863,944 in March, $23,891,495 in February and $22,853,932 in January.

General admission collections include taxes on admissions to concerts, sports events and other entertainment as well as motion picture theatres. They do not, however, include taxes on seat rentals and various broker charges nor on roof gardens and cabaret bills. Total admission tax collections in April, including all of these, amounted to $29,757,416, against $30,655,276 in April, 1951.

FCC Theatre TV Hearing Now Jan. 12

WASHINGTON, June 1.—The Federal Communications Commission has set January 12 as the new date for the start of the frequently-postponed theatre television hearings.

Commission officials said they hoped the new date was far enough off to be "realistic", and that no further delays would be needed.

It was learned that the Commission had originally considered announcing an October date for the hearings, and felt that the chances were nine out of 10 that the hearing could actually be held then. But some members said that the Commission just could not announce another postponement in the date, and that even if there was only one chance out of 10 that the October date would not be met, they would rather be safe and pick a date that the Commission was certain it could stick to. Hence, the January date.

Persons not already on the list to testify and who want to testify were given until November 14 to file a notice of appearance. All parties must file lists of witnesses and subjects to be covered by December 1, the FCC said.

Marcus Cohn, television attorney for the Theatre Owners of America, said he assumed "this is the final, positive date, and I welcome the fact that the Commission has finally picked one. We will be ready to put before the Commission a powerful case for exclusive theatre television frequencies."

Variety to Host Wolf

CLEVELAND, June 1.—Nat Wolf, whose 20-year association with Warner Theatres as Ohio zone manager ends tomorrow when his resignation becomes effective, will be the guest of the local Variety Club tomorrow night in the Hollenden Hotel at a farewell testimonial dinner. Jerry Wechsler, Warner branch manager, and Dick Wright, Wolf's assistant, are in charge of arrangements.

See Another Month Of Para. Hearing

WASHINGTON, June 1.—The Federal Communications Commission's Paramount hearings enter their 20th week tomorrow, but the end finally seems in sight.

It may be a month or more before the hearings do finally conclude; but it will be a period of only intermittent hearings, perhaps only a day or two a week.

Last Thursday, the 75th day of hearings, Omaha exhibitor Ralph D. Goldberg, one of the 10 exhibitor witnesses called by FCC attorneys to give testimony of alleged unfair practices by Paramount, was under cross-examination of United Paramount Theatres attorneys.

The last of the 10 will probably testify tomorrow, and two others who have already testified are to return for cross-examination later. High point of this week's hearings will come Thursday when Dr. Allen B. Dumont returns to give the Commission the official Dumont stand on the proposed UPT-American Broadcasting Co. merger.

The Commission has been given conflicting views on this from the various Dumont witnesses and lawyers, and Dumont himself is to provide the last word on the subject.

Sometime after the middle of June, Skiatron president Arthur Levey will return for further testimony; Dr. Adolph Rosenthal, inventor of Skiatron's dark-trace tube, will testify. And Paramount vice-president Paul Raibourn will make his third appearance for cross-examination. Paramount attorney Paul Porter has also announced that he will present testimony from British Scophony officials, either through personal appearance or deposition.

Tribute to Italian Films Is Planned

A committee of leading cultural, social and educational personalities in New York is now being formed for the purpose of organizing "Italian Film Week," during which seven of the most outstanding Italian films produced during the year will be previewed, one each night, Italian Films Export reported here.

The Italian film agency said that this will be "the first tribute of its kind to Italian films ever to be held in the United States." It will be held in New York in October.

Leading Italian film personalities will come here from Rome to participate in the event.

Newsreel Parade

THE GERMAN TREATY and films of the A-bomb test are currently highlighted in the newsreels. Other items include people in the news, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 45—Ike's job done: SHAPE's mighty defense force. Ike and Ridgway meet in Paris. German treaty signed. A-bomb reduces steel and brick buildings to dust.

NEWS OF THE DAY, No. 279—German pact signed. Ridgway in Paris to succeed Ike. Fashions from Italy. WAVES honor Esther Williams. Films of secret A-bomb blast.

PARAMOUNT NEWS, No. 82—Army boxing championships. Joe Walcott meets President Truman. Fashions from Italy. What A-bomb will do to buildings. Europe's days of ferment and challenge.

TELENEWS DIGEST, No. 22-B—Kojo crisis continues. West Coast dock strike. Convention nears in windy City. Tribal life in Assam. Largest helicopter. Cite David Sarnoff. Italian fashions. Pigeons carry mail.

UNIVERSAL NEWS, No. 955—NATO defense treaty. Truce in Korea. Buildings devastated in atom bomb test. Latest fashions from Italy.

WARNER PATHE NEWS, No. 84—A-bomb test films. Paris: Ridgway arrives to take NATO command. Pact for European army signed. UN truce team in Korea. McGranery sworn in. Office fashions. Boxing.

St. Paul Paramount To Telecast Bout

ST. PAUL, June 1.—The Minnesota Amusement's Paramount Theatre here will televise the Robinson-Maxim bout on June 23, it was disclosed.

The circuit, however, has decided not to book the fight in its Radio City Theatre here due to the higher cost of installing a local loop. Another reason for not carrying the fight at Radio City, a circuit spokesman said, is that the company "is willing to take a chance" at the smaller Paramount which seats only 2,385 against the 4,000 seats at Radio City

Admission price for the St. Paul showing of the bout is expected to be $2.

Walcott Bout Slated for a Coast-to-Coast Telecast

The Jersey Joe Walcott-Ezzard Charles heavyweight championship bout, to be held in Philadelphia on Thursday, will be televised for home sets from Coast-to-Coast.

The Gillette Safety Razor Co. will sponsor the trans-continental telecast on all 52 NBC inter-connected stations.

Minneapolis Union, Owners in New Pact

MINNEAPOLIS, June 1.—The Minneapolis operators union and the city's independent theatre owners have signed a new three-year contract after five months of sporadic deliberations.

The pact calls for a three per cent increase in each of the first two years and four per cent for the third. The scale is retroactive to last December 1, and back pay may be spread out over a period of time.

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Name Rackmil

(*Continued from page* 1)

to his election to the presidency of Universal by the board of directors at their July meeting following the stockholders' session.

No other Decca representatives are nominated for the Universal board, despite its ownership of the controlling stock interest. Twelve other Universal directors are renominated, including J. Arthur Rank and his two representatives, Robert Benjamin and G. I. Woodham-Smith, and Al Daff, head of world sales for Universal, who was elected to the board last month, succeeding William J. German, resigned.

Decca acquired the controlling stock interest in Universal with the original purpose of effecting a consolidation. Rank, with 13 per cent of the Universal common, as well as important distribution and exibition relations with the company, in Great Britain, Canada, here and elsewhere, declined to support the plan.

Rackmil recently conferred with Rank in London and, though no official disclosure of the results of the meeting was made, informed sources believe that a working agreement between the two was effected for the immediate future.

Under the agreement, it is said, Rank will not oppose the election of Rackmil to the Universal presidency and, in return, is believed to have been given assurances concerning the continuity of his contractual relations with Universal here and abroad. The contracts have about four more years to run and may be extended.

It is also reported that Rackmil has agreed not to press for a consolidation of Universal and Decca for an indeterminate period and that, meanwhile, he will continue negotiations for the purchase of Rank's 134,375 shares of Universal common. The negotiations are believed to have been opened during Rackmil's recent visit to London, but inability to agree on price makes any immediate deal unlikely, in the opinion of observers.

Rackmil paid $15 per share for the stock purchased last year and this. Universal common now is quoted at under $12 on the New York Stock Exchange. Rank is understood to be asking a minimum of $20 per share.

Another phase of the Rank-Rackmil understanding, it is reliably reported, is that there will be no major executive changes in Universal, other than in the presidency, at least until a decision has been reached on the purchase of Rank's stock. Both Rank and Rackmil are represented as completely satisfied with Universal's current profitable operations and as being anxious to maintain them, undisturbed by any broad executive changes.

Nate J. Blumberg, Universal president since 1938, is expected to be elected chairman of the board, a post which has been vacant since the resignation of J. Cheever Cowdin in 1950.

All management contracts at Universal, held by top executives, will expire at the end of this year. Daff reportedly will be voted a long-term contract, or extension of his present one, in the late summer or early fall. If the Rank stock purchase and Universal-Decca consolidation plan have not been resolved by the latter part of the year, it is believed likely that all other management contracts will be renewed, and may be regardless of that factor, due to Rackmil's reported satisfaction with present operations.

The only present Universal board member not proposed for reelection in the company's proxy statement just issued to stockholders is John G. Eidell who, however, became a member of the board without company sponsorship. In 1949, Eidell succeeded through personal solicitations, in having himself elected to the board under Universal's cumulative voting plan. It was an unexpected maneuver, the success of which surprised company management and other directors at the time.

A Repeat Doubtful

It is doubtful that Eidell could repeat the performance, should he decide to try again, under the present distribution of the voting stock.

Apart from the election of 13 directors, the Universal proxy statement lists no other major business to come before the July 8 meeting. Management, however, recommends a vote against a stockholders' resolution calling for the holding of future annual meetings at the company's home office in New York.

The directors, other than those already named, who are proposed for reelection are: Blumberg, Preston Davie, Albert A. Garthwaite, Leon Goldberg, R. W. Lea, John J. O'Connor, Budd Rogers and Daniel M. Sheaffer.

The proxy statement shows that Rackmil individually does not own any Universal stock. The holdings of 271,800 shares of common and 37,500 warrants to purchase common, to be voted by Rackmil, are listed as owned by Decca Records.

Rackmil is scheduled to leave here for the Coast today for conferences with Blumberg and Leo Spitz at the studio. They are expected to be joined later by Daff and Serge Semenenko, vice-president of the First National Bank of Boston, who aided in the financing of the purchase of Universal stock by Decca and is believed to be a participant in the negotiations for the purchase of Rank's holdings.

Review

"Scarlet Angel"

(*Universal-International*)

YVONNE DE CARLO goes through a series of lusty adventures as a New Orleans saloon girl who rises to high society through fraud and pretense, in "Scarlet Angel." A Leonard Goldstein production, it is made along knowing, although standard, lines. The picture will not win any prestige awards but it is sure to make money at the box-office.

Rock Hudson plays the man against whom Miss De Carlo tries to pit her wits. In her first encounter with him—he's a merchant vessel captain on leave—she tries to lift his wallet, without success. From then on the relationship is a robust one, each trying to outwit the other.

The picure moves briskly and is in color by Technicolor. To please action fans the screenplay by Oscar Brodney has a number of brawls in it.

In one of her nobler moments Miss DeCarlo decides to help an ailing young widow and her infant child. The mother dies suddenly, leaving the child to Miss De Carlo. Upon subsequently discovering that the child's grandparents are wealthy, Miss De Carlo assumes the identity of the mother. The scheme seems like an easy one to execute since the grandparents have never seen their deceased son's wife.

Miss De Carlo goes along with the masquerade but in time decides to reveal the truth. This done, the way is paved for her to join Hudson in happy new adventures. Sidney Salkow directed.

Running time, 80½ minutes. General audience classification. June release.

MANDEL HERBSTMAN

Maine Group Urges Rental Arbitration

BOSTON, June 1.—The second and third meetings of the Independent Exhibitors of New England were held at Bangor, Maine, and Montpelier, Vermont, respectively. Maine operators urged their officers to contact Abram F. Meyers, general counsel of Allied States Association, immediately, to inform him of the importance that Maine exhibitors attach to the inclusion of film rentals in arbitration and also to urge him to attend the arbitration industry meeting in New York on June 16 and to make every effort to have film rentals included as a part of any arbitration system.

Exhibitors in Vermont charged that National Screen Service had imposed "arbitrary" terms upon that territory.

Texas Compo Meet

(*Continued from page* 1)

close for the summer, depending upon the type of theatre and size of the territory in which it is located.

According to Short, not enough concrete and organized effort has been put forth in preparation for this prevacation business situation.

The Texas COMPO Conference, which will be held here June 9-11, will be addressed by Ned E. Depinet, RKO Pictures president and former president of national COMPO. Not only will he be one of the main speakers at a testimonial banquet honoring Robert J. O'Donnell and H. A. Cole, but he will also be the main speaker at the state Rotary luncheon-meeting at the Baker Hotel in honor of Texas COMPO.

A dais of 150 production, distribution and exhibition executives, stars, state officials, and others, is planned for the testimonial banquet. Speeches will be broadcast by the American Broadcasting network.

Phil Pike Leaves WB

Phil Pike of the Warner home office theatre buying and booking department has resigned. He had been connected with the department for 16 years.

'U' Films

(*Continued from page* 1)

Gal," Technicolor, starring Piper Laurie; "Francis Goes to West Point," Donald O'Connor; "Sally and Saint Anne," Ann Blyth and Edmund Gwenn.

August: "The World in His Arms," Technicolor, Gregory Peck and Ann Blyth; "The Duel At Silver Creek," Technicolor, Audie Murphy; "Lost in Alaska," Abbott and Costello.

September: "Untamed Frontier," Technicolor, Joseph Cotten, Shelley Winters and Scott Brady; "Son of Ali Baba," Technicolor, starring Tony Curtis and Piper Laurie; "It Grows on Trees," Irene Dunne.

October: Bill Mauldin's "Willie and Joe Back At The Front"; "Yankee Buccaneer," Technicolor, Jeff Chandler and Scott Brady; "The Texas Man," Robert Ryan, Julia Adams and Rock Hudson.

November: "The Raiders," Technicolor, Richard Conte; "Bonzo Goes to College," Edmund Gwenn and Maureen O'Sullivan; "The Magic Lady," Loretta Young.

December: "The Black Castle," Stephen McNally, Richard Green and Boris Karloff; "Against All Flags," Technicolor, Errol Flynn and Maureen O'Hara.

Builders Ask

(*Continued from page* 1)

cently announced relaxation of the construction control order is just the beginning, and that by the fall, theatre construction may be allowed even more liberally than the recent changes contemplate.

NPA officials claim that defense construction needs for the fourth quarter will still exceed available supplies, and therefore no further relaxation can be announced at this time. However, the door is open for an announcement sometime this summer for a further relaxation of controls starting with the fourth quarter.

Another industry meeting with a broadcast transmitting equipment industry advisory committee, found members agreeing that the first heavy orders for new television station equipment "are more than a year away."

Seek Closer Tie

(*Continued from page* 1)

cording to Robert A. Wile, executive secretary of the organization.

With this in mind, C. F. Pfister, president of the unit, accompanied by Wile, will be in New York for a few days beginning tomorrow to offer suggestions for the implementation of their plan. The unit, says Wile, feels the need for the consolidation of all phases of the industry, with a view toward helping the box-office.

'Place in Sun' Wins International Award

HOLLYWOOD, June 1.—Paramount's "A Place in the Sun" has won the International Challenge Award of France and Belgium as the best film of the past year.

This is the first time a motion picture company has won this award in two successive years. Producer-director George Stevens accepted the award at a luncheon of the Hollywood Foreign Correspondents Association.


I LIKE
Ernest Hemingway's
"SNOWS OF KILIMANJARO"
Technicolor
Gregory Peck! Susan Hayward!
Ava Gardner!
I LIKE
"WAY OF A GAUCHO"
Technicolor
Photographed in the Argentine Pampas!
I LIKE
O. Henry's
"BAGDAD ON THE SUBWAY"
9 Great Stars!
America's Greatest Story-Teller!
I LIKE
"LES MISERABLES"
Victor Hugo's Immortal Story!
I LIKE
"LURE OF THE WILDERNESS"
Technicolor
Primitive Love
In A Land Of Danger!
I LIKE
"DIPLOMATIC COURIER"
Tyrone Power in
Dynamic Action!
I LIKE
"WHAT PRICE GLORY"
Technicolor
James Cagney! Corinne Calvet!
Dan Dailey! Songs!
I LIKE
"BELLES ON THEIR TOES"
Technicolor
Happiness Hit of '52!
I LIKE
"KANGAROO!"
Technicolor
Savage Romance...
Mighty Adventure!
I LIKE
20th
CENTURY-FOX
THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!


THE EXHIBITORS' CHOICE
I LIKE
"WAIT 'TIL THE SUN SHINES, NELLIE"
Technicolor
For Your Happiest 4th of July!
I LIKE
"DREAM BOAT"
Clifton Webb! Ginger Rogers!
I LIKE
"WE'RE NOT MARRIED"
11 Big Stars!
A Once-in-a-lafftime hit!
I LIKE
"MONKEY BUSINESS"
Cary Grant! Ginger Rogers!
I LIKE
Kenneth Roberts'
"LYDIA BAILEY"
Technicolor
Passionate Haiti . . . Voodoo Love!
I LIKE
"DON'T BOTHER TO KNOCK"
Richard Widmark! Marilyn Monroe!
I LIKE
"PRIDE OF ST. LOUIS"
Solid Hit Everywhere!
I LIKE
"DEADLINE —U.S.A."
Bogart's Newest Hit!
I LIKE
"WITH A SONG IN MY HEART"
Technicolor
The Year's Musical Triumph!
I LIKE
"LADY IN THE IRON MASK"
Natural Color
New "3 Musketeers" Adventures!
Released thru 20th Century-Fox

Hutchinson, Kan., in Tribute to Industry For Big Film Buildup

A unique and important tribute to the industry's "grass roots" program of building community goodwill comes from the Chamber of Commerce of Hutchinson, Kansas, in a statement by Walter Fraese, Chamber president, captioned: "Hutchinson Is Grateful to Hollywood".

The occasion was the recent premiere of 20th Century-Fox's "Wait 'Til the Sun Shines, Nellie", in Hutchinson, where, through the efforts of 20th-Fox's home office and field promotion forces, and of Lynn Farnol's special consultant service, something like 100,000 persons invaded the town—population, 35,000—and spent $500,000 during the three days of festivities for the premiere.

"What happened in Hutchinson proved again what an important part the movie theatre plays in the social and business life of every American community," wrote Fraese in his statement extolling the benefits which accrued to his town from the premiere campaign. The promotion also had the active support of the local *News-Herald*, the Chamber, Lions Club, stations KWBW and KWHK, local merchants, and numerous other factors.

Describing the festivities, for which practically the entire town displayed items and relics of Hutchinson of 50 years ago (starting date of the story of "Nellie"), Fraese concluded his statement with this observation: "There is nothing like a good movie to get everybody together."

New Ascap Reference Book Is Published

A revised edition of "The ASCAP Biographical Dictionary of Composers, Authors & Publishers" has just been published by Crowell. Edited by Daniel I. McNamara, ASCAP publicity manager, the bulky volume, bringing up to date an earlier edition, sells for $5.

The reference work includes biographies and writing credits of 2,171 ASCAP members, living and dead, and a directory of publisher members. Writer members are listed in the work according to residence and date and place of birth, as well as alphabetically.

Chi. Theatre Janitors Win Pay Increase

CHICAGO, June 1.—Film theatre janitors here have won a ten-cent per hour raise, retroactive to April 1, plus three cents per hour to be paid into a pension fund which will be devoted primarily to the building of a hospital to provide sick benefits for members of the union.

The contract, replacing one which expired last September 1, has been submitted to the National Labor Relations Board for approval. It raises the janitors' pay scale to $1.43½ per hour.

Lamont Leases Rockhill

ALBANY, N. Y., June 1.—Harry Lamont, head of Lamont Theatres, has leased the Rockhill Drive-in, near Monticello, from Lefkowitz and Miller and opened it last Thursday. Accommodating 625 cars, it was built in 1950. Howard Cammer, who had been managing Lamont's Middletown Drive-in, is in charge. Acquisition of the Rockhill gives Lamont seven open air theatres. He also reopened the Leeds Drive-in, at Leeds in the Catskills.

Reviews

"Kansas Territory"

(*Monogram*) *Hollywood, June 1*

A REAL fighting Western is presented in this Wild Bill Elliott vehicle as distinguished from a talking and singing Western. There is an abundance of flying bullets and fists and more miles covered by horses and horsemen than usual. Elliott plays a vengeful brother of a fast drawin' desperado whose killing he sets out to level off by killing his killer, and this start keeps the proceedings rolling along at a right smart clip until a surprising plot twist ushers in an ending which relieves Elliott of the slaying job. He is on the move almost without pause from start to finish, convincing in a fast-moving performance. Sepia-tone dramatizes the terrain.

Elliott, wanted by the law in Kansas, in 1874, for some Civil War activities no longer punishable, learns his brother has been shot to death in that territory and goes there determined to kill his killer He is met by a marshal who is an old friend of his and who tries to discourage his mission, unsuccessfully. Elliott is thereafter shot at by one after another of an outlaw band headed by an unknown leader. Everyone he meets, friend and foe alike, tells him his brother was a no-good and deserved killing, but he refuses to be convinced and finally dares the man he suspects to meet him in the town street for one of those drawin' contests. The surprise finish prevents the slaughter, however, and builds a happy ending.

Vincent M. Fennelly produced, and Lewis D. Collins directed. Story and script were written by Dan Ullman

Running time, 65 minutes General audience classification

"Stolen Face"

(*Lippert*) *Hollywood, June 1*

A PROVOCATIVE TITLE, the marquee names of Lizabeth Scott and Paul Henreid and an interest-holding story here afford enterprising showmen the wherewithal with which to attract gratifying numbers to this somewhat more saleable than satisfying, but novel, marital melodrama.

Founded upon an intrinsically dramatic idea, the story, despite abrupt changes of pace and slant, holds interest steadily, as we have noted, until the letdown that takes place at the close where the screenwriters appear to have run out of gas. Their failure to provide a finish worthy of the start penalizes good performances by the leads and support, performances possibly good enough to please most patrons regardless.

The title pertains to the result of an operation performed by a plastic surgeon upon a young woman whose criminal activities he ascribes to the effect of a facial disfigurement. Because the surgeon (Henreid) has been rejected by a girl he loves, who is engaged to another, he rebuilds the girl criminal's face into a likeness of his beloved's, and marries her, believing that by providing security he can prevent her return to lawless ways. But she goes crooked again, nevertheless, and about the time when he's ready to turn her over to the law, the other girl returns, unmarried, to pick up their romance where it left off. This sets up a dynamic situation out of which nearly anything exciting might have developed, but the scripters in this case settled for just letting the bad gal fall off a train to her death, leaving the field clear for the good gal.

Anthony Hinds produced and Terrence Fisher directed, in England, from a script by Richard Landeau and Martin Berkeley. Others in the cast are Andre Morell, Mary MacKenzie and John Wood.

Running time, 71 minutes. General audience classification. May release.

"Apache Country"

(*Columbia*)

A HIGHLY satisfying, though standard, Gene Autry picture is presented in "Apache Country." The picture benefits largely from the easy-going personality of the star, which in this case is framed happily in an uncomplicated screenplay. In addition, there are frequent intervals of song supplied by Gene and Carolina Cotton, some comedy by Pat Buttram and several Indian dances—the latter accompanied by brief, informative commentaries which children should enjoy.

The film, a Gene Autry Production produced by Armand Schaefer, shows Gene as chief of scouts for the Southwestern Cavalry, assigned by the President to crack a bandit ring using Indian raids as a cover-up for its nefarious activities. This he accomplishes, despite the usual obstructions and numerous close calls in not-so-well planned ambushes, with nonchalance and the aid of Buttram and Miss Cotton, manager of a medicine show. There are numerous gun fights and a couple of Indian raids, exciting but not particularly violent or bloody.

The pace throughout is good. So are all of the production values. Oldtimers will enjoy seeing Francis X. Bushman in the genial role of Indian Commissioner. The heavies are Harry Lauter, Mary Scott and Sidney Mason, all of whom get their due rewards. George Archainbaud directed Norman S. Hall's screenplay.

Running time, 62 minutes. General audience classification. May release.

Dick Dowdell Switches

CLEVELAND, June 1.—Dick Dowdell has resigned from Universal to succeed Margaret Macsay as head booker at Republic Pictures. Macsay has been prominent on Film Row for 11 years—three-and-a-half with Universal and seven-and-a-half with Republic. She has become a housewife.

N.Y. Exhibitors to Appear at Wage Hearing June 17

ALBANY, N. Y., June 1.—Representatives of motion picture theatres will be among those appearing at a public hearing on June 17 in the Assembly Chamber before the Joint Legislative Committee on Industrial and Labor Conditions, which is studying the possibility of an over-all minimum wage for industries and businesses in New York State.

The committee, whose chairman is Assembly Majority Leader Lee B. Maillar, has scheduled other hearings, at the State Office Building in Buffalo tomorrow, at City Hall, Rochester, Tuesday, and in New York City on November 10.

Desirability of a minimum wage, similar perhaps to the 75-cent Federal minimum hourly rate, is to be considered at the hearings. Only five industries are now covered by minimum wage orders in this state.

Motion picture spokesmen generally opposed in 1949-50 promulgation of minimum wages for the amusement and recreation industry. They were, nevertheless, made effective on April 22, 1951. The minimum now prevailing for cashiers, cleaners, porters and matrons in theatres is 75 cents an hour in cities over 50,000 population, and in all communities in Nassau and Westchester counties; 70 cents in cities of from 10,000 to 50,000, and 65 cents in cities of less than 10,000.

Waller Working with U. A. on 'Park Row'

Tom Waller, former Motion Picture Association of America press relations director in New York, who now operates his own public relations firm here, has been retained by United Artists and independent producer Sam Fuller to help with the promotion of "Park Row," soon to be released.

Waller reported at the weekend that Fuller is now communicating with every daily newspaper in the country to obtain permission to refer to the papers in the picture, which is concerned with historic aspects of newspaper publishing.

Elect Bomar Head of ITO of Arkansas

LITTLE ROCK, June 1.—Jack Bomar of this city has been elected president of the Independent Theatre Owners of Arkansas to succeed Sam H. Kirby, who has become chairman of the board.

Also elected were E. W. Savage, executive vice-president, and Bill Sockwell, secretary-treasurer.

Cleveland Critics in Tie

CLEVELAND, June 1.—The Cleveland Critics Circle, in its choice of best pictures shown first-run in Cleveland during April, were tied in two classifications. In first place "Singing in the Rain" tied with "With A Song in My Heart" and in fourth place "Clouded Yellow" tied with "Battle of Apache Pass." "Jack and the Beanstalk" won second place, "Deadline U.S.A." was third, and "Pride of St. Louis" was fifth.

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HIGH COURT HITS 'PINKY' CENSORS

Reverses Texas Courts; Seen as Curb on Broad Censorship Statutes

By J. A. OTTEN

WASHINGTON, June 2.—The Supreme Court today struck another major blow at governmental film censorship, unanimously reversing the conviction of Texas exhibitor W. L. Gelling for showing the film, "Pinky."

But, as in last Monday's "Miracle" decision, the court still left up in the air just how far it is prepared to go in striking down film censorship.

It did not give any detailed reasons for its action today, merely noting that Gelling's conviction was reversed on the basis of the high court's stand in the "Miracle" case and another 1948 decision striking down a New York State attempt to punish a vendor of lewd magazines. In that case, Winters versus New York, the majority said the New York statute under which Winters was punished was too vague, and that statutes which bore criminal penalties had to be fairly explicit as to what they were to ban.

The statute under which Gelling was convicted was a very broad one, which gave the censors power to ban any film which they thought "of such character as to be prejudicial to the best interests of the people of said city."

On this basis, the high court's action

(*Continued on page 4*)

'Pinky' Case Ruling A Disappointment To Film Attorneys

New York film attorneys expressed disappointment yesterday that the Supreme Court had not written an opinion in reversing the Texas courts on the ban of the picture "Pinky" under a city censorship ordinance.

The case had been backed by the industry in the expectation that it would result in a clear-cut decision of a basic nature against film censorship. Had it gone before the Supreme Court ahead of "The Miracle" case, some industry attorneys felt, it would have resulted in a written opinion that

(*Continued on page 5*)

'Bill' Crockett Dies, Veteran Exhibitor

RICHMOND, VA., June 2.—William Franklin (Bill) Crockett, president of the Virginia Motion Picture Theatre Association and a board member of the Theatre Owners of America, died at his home at Virginia Beach on Sunday night following a lengthy illness from cancer. He was 56 years old. Services will be held tomorrow

(*Continued on page 5*)

'Pinky' Decision Hailed by Skouras

In a statement yesterday, Spyros P. Skouras expressed elation "over the Court's decision in again upholding freedom of expression as evidenced in the 20th Century-Fox production of "Pinky."

"We were certain that the industry's right to examine in the form of entertainment social customs and the relations between groups would be upheld," he said.

"This opinion is shared by the majority of American audiences who have thus far attended showings of 'Pinky' throughout the U. S. in numbers far exceeding 25,000,000."

Sees Big Field For TheatreTV In NCAA Plan

New Program Limits TV, But Bars 'Blackouts'

The theatre television medium will have a wide open field this winter to telecast college football games of top regional interest, under the new plan adopted by the television committee of the National Collegiate Athletic Association, Robert A. Hall of Yale, chairman of the committee, disclosed here yesterday.

In making the new controlled TV plan public, Hall said it offered "a real possibility" for theatre television to obtain area games of wide appeal, games which would not be seen on home television.

Unlike last year's experimental program, there will be no "blackouts" this year in certain areas each Saturday.

There will be at least one game televised on 12 Saturday dates of the season, running from Sept. 20 to Nov. 29.

(*Continued on page 5*)

Sees Need to Limit TV Football Games

The need to limit college football games in the future on "pay-as-you-see" home television was underlined in a memorandum sent to colleges by the TV committee of the National Collegiate Athletic Association.

The dangers of keeping college football from getting out of bounds as "big business" and the need to maintain its amateur status were cited as the reasons for limiting the projected subscription-TV medium.

2nd TOA Regional Meet in Dallas Mon.

Dallas, June 2.—Theatre Owners of America will hold its second regional conference and grievance panel session here next Monday, with John Rowley, chairman of the Southwestern region, presiding. The first TOA regional conference took place in Atlanta several months ago under the chairmanship of E. D. Martin.

MPA Readies Suits Against States Censors

WASHINGTON, June 2.—Hailing the Supreme Court's upholding of the "Pinky" case appeal, Eric A. Johnston, Motion Picture Association of America president, declared today that the MPAA is "starting immediately to examine and prepare a number of actions to require censor boards to carry out the mandate of the court."

The decision, Johnston held, "drives another nail into the coffin of motion picture censorship by government." One of the MPAA's first moves now

(*Continued on page 4*)

Sees UK Film Slump Without Eady Plan

LONDON, June 2.—John Davis, managing director of the J. Arthur Rank Organization, told the British Film Academy that unless arrangements are made not later than next spring to extend the Eady Plan, production of British films inevitably will slump.

The Davis address, clearly designed as a policy pronouncement from the Rank organization, covered other controversial subjects such as the quota, the effect of government aid through

(*Continued on page 5*)

Two B'way Houses Smash Records; Others Gain

Two New York first-run theatres smashed box-office records over the Memorial Day holiday weekend, which broke the spring business lull in most Broadway houses. Many theatremen felt that grosses would have been still higher this week had it not been for the downpour Sunday, which punctuated a cloudy, drizzly weekend.

The Paramount, which featured Johnnie Ray on stage and "The Wild Heart" on screen, reported that Saturday was the biggest single day in the 25-year history of the theatre, with $31,000 racked up at the box-office.

"Lovely To Look At," the current feature at the Radio City Music Hall, rolled up $29,000 on Friday, the best Memorial Day business in the history of the Hall.

At the Roxy, "Lydia Bailey" hit a big $23,000 on Friday, the best Memorial Day business since Jack Benny was featured on stage in 1947. The

(*Continued on page 5*)

Mid-Central Allied Presses Tax Fight

DES MOINES, June 2.—Pressing its drive to obtain commitments from Congressional candidates in Iowa and Nebraska on their views concerning repeal or modification of the Federal amusement tax, Mid-Central Allied has received favorable replies from Senators Hickenlooper and Gillette.

The admission tax campaign will be discussed further at a luncheon-meeting of the organization at the Hotel Fort Des Moines here tomorrow.

Personal Mention

HAROLD MIRISCH, Monogram-Allied Artists vice-president, will leave Hollywood for New York today.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, and KENNETH CLARK, press relations director, will fly tomorrow from Washington to Hartford to attend the Hartford *Times* industry symposium.

•

A. L. PRATCHETT, Latin America division manager for Paramount, arrived in Hollywood over the weekend from Mexico City.

•

JAMES PRICHARD, Monogram Southwestern sales manager, has returned to his Dallas office from the Coast.

•

FERNAND RIVERS, producer, will arrive here aboard the *S.S. Isle de France* today from Europe.

•

SI SEADLER, advertising manager for M-G-M, returned here yesterday from a week's vacation.

M-G-M Toppers Start Coast Conference

HOLLYWOOD, June 2.—A reduction in the number of long-term talent contracts, and some kind of profit-participation deals with the most expensive players and possibly others, are among the measures believed to be on the agenda of the M-G-M management discussions which got under way today on the arrival here of president Nicholas Schenck and vice-president and treasurer Charles Moskowitz.

Howard Dietz, advertising-publicity vice-president, will arrive tomorrow to take part in the talks, which will bring New York and studio executives together for conversations continuing the remainder of the week. Although local reports linked these conferences with last week's decision to reduce the Loew's dividend, the studio pointed out these sessions were announced weeks ago. No progress reports or other statements are to be made until the meetings are finished.

Shaw Heads 20th's N. Y. Family Club

Theodore A. Shaw has been elected president of the 20th Century-Fox home office Family Club, Inc. Others elected were: Vice-president, Robert Warsk; secretary, Marion Murphy; Roy Stevenson, treasurer.

Elected to the board of governors were: Fred Bullock, Walter Bishop, Harry Reinhardt, Eugene McEvoy, James Cronin, Bernie Bozzone, John Galese, Fay Eichler, Fanny Kennington, John Kulkin, Herbert Jaffe, Claude Lewis, Jr., Julie Wolpin, Dorothy Walzer, Gerard L'Esperance and Leo H. Israel.

Leo H. Israel was named publicity manager for the Club. Past Presidents of the Club were W. C. Gehring, Lew Lehr, Frank X. Carroll, Lem Jones and Roger Ferri.

Academy Reelects Charles Brackett

Hollywood, June 2. — The Academy of Motion Picture Arts and Sciences has re-elected Charles Brackett to his fourth term as president. Other officers are: George Murphy and Samuel G. Engel, vice-presidents; Fred L. Metzler, treasurer; William Hornbeck, assistant treasurer; Johnny Green, secretary; Anne Baxter, assistant secretary.

Tells FCC of Threats By United Paramount

WASHINGTON, June 2.—David K. Edwards, manager of the Paramount Theatre in Salt Lake City, today gave the Federal Communications Commission's Paramount hearings testimony concerning alleged threats by United Paramount Theatres president Leonard Goldenson.

Goldenson, in earlier testimony, had denied he had ever made threats to Edwards in an effort to acquire the theatre for Paramount. FCC attorneys called Edwards today to contradict the earlier testimony by Goldenson, and he did.

The hearing lasted only this morning. Tomorrow, the witness will be former Salt Lake City Judge George W. Latimer, who will testify on the same situation. Following his testimony, the hearing will recess until Thursday, when Dr. Allen B. Dumont will return to the stand.

UPT Theatre in L.A. Reopens in Top Style

LOS ANGELES, June 2.—A weekend gross in excess of $17,000 marked the reopening of the Downtown Paramount Theatre here. The three-day take, termed unusually high for the area, followed renovation of the house at a cost of $250,000. The opening picture is "Red Mountain," starring Alan Ladd.

Piloting the theatre through the weekend were Edward L. Hyman, United Paramount Theatres vice-president, and Jerry Zigmond, UPT's San Francisco city manager. Under the latter's direction an "old-fashioned promotional campaign" was set up, with particular emphasis on improvements in traffic facilities in the vicinity of the house. Free parking space was made available near the theatre and free trolley rides were provided for patrons.

Sidney Myers Here En Route to Coast

Sidney A. Myers, assistant managing director of British Lion, arrived here by plane from London over the weekend and will leave for Hollywood on Thursday. While here he will view independent product for British Lion distribution in the U. K. He is scheduled to leave Hollywood June 13, en route back to London.

Goetz of Universal Willing to Confer On Exposition Plan

William Goetz, Universal studio head, is one production executive who is willing to discuss with representatives of the Organization of the Motion Picture Industry of New York proposals for conducting public expositions featuring equipment and personnel used in the production, distribution and exhibition of films.



William Goetz

The organization, which comprises members of the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York, has been under the impression that studio heads have deliberately ignored its expressed desire to confer on the proposals.

Goetz, who is stopping in New York from the Coast en route to Europe, said yesterday that he had heard nothing about exposition plans, and added that he would gladly discuss the subject with any exhibitors who donated time and expense to go to Hollywood for the purpose.

Last week Fred J. Schwartz, head of the New York organization, deplored what he termed the ignoring by Coast executives of the exhibitors' expressed desire to confer on the possibilities of setting up an exposition at the Grand Central Palace here, and later in several U. S. cities. Goetz, whose statement was in reply to a reporter's question at a home office press interview, is the first executive of any studio to indicate public willingness to confer on the proposals with a group of exhibitor representatives since the Motion Picture Association of America member companies' presidents and the Council of Motion Picture Organizations signified tentative acceptance of the plans.

Goetz, whose European trip will be primarily a vacation, reported that there are no plans to replace Leonard Goldstein, producer, who has left the studio. In Goetz' opinion Goldstein could not be easily replaced. He pointed out, however, that Goldstein had a number of assistants, many of whom may emerge as full-fledged producers in due course.

Shelly Winters, the only Universal star to be included on the American Legion's Hollywood list of alleged Communist sympathizers, according to Goetz, has meanwhile convinced the studio of her loyalty to America.

Warner Club Outing

The annual boat ride of the Warner Club of New York has been set for Thursday, June 19. Members of the club and their guests will sail up the Hudson River aboard the *SS John A. Mesick* for an all-day outing at Bear Mountain.

NEWS in Brief . . .

DALLAS, June 2.—Additional speakers slated for the June 9-11 Texas Council of Motion Picture Organizations conference here will be Mitchell Wolfson, Theatre Owners of America president; Samuel Pinanski and Trueman T. Rembusch, members of the national COMPO governing committee, and Robert W. Coyne, COMPO special counsel.

Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president, has indicated he will attend the conference and actively engage in all sessions.

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James R. Grainger, Republic executive vice-president, will leave here this morning by plane for Pittsburgh for the world premiere of "I Dream of Jeannie (With the Light Brown Hair)" at the Fulton Theatre tomorrow, following which he will attend other premieres of the production in Indianapolis, Louisville and Chicago.

Ray Middleton, Bill Shirley, Muriel Lawrence and Eileen Christy, stars of the picture, have been in Pittsburgh for activities in connection with the campaign which is backing the opening. The premiere is a highlight of Pittsburgh's "Welcome Week" celebration.

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Ed X. Callahan, New England division manager for 20th Century-Fox, has resigned effective immediately, the company reported here yesterday.

For the present, no replacement will be made in the post, with the division's Boston and New Haven branches functioning under the direct supervision of the home office.

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MEXICO CITY, June 2.—A film storage warehouse at Vera Cruz was destroyed by fire. Some 700 American and other foreign and Mexican film prints were lost, among them many belonging to Universal and Columbia.

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PHILADELPHIA, June 2.—David Rosen, who was with Clark Film Delivery for some 15 years, will this week open a new independent film exchange on Film Row.

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National Pre-Selling

THOUSANDS of New Yorkers were made aware of "Haiti Day" on Wednesday, May 28, the opening day of 20th Century-Fox's "Lydia Bailey" at the Roxy Theatre, through an objective campaign worked out with the cooperation of the government of Haiti, the Mayor of New York, Pan-American Airways, Doubleday Book Shops and Travelways, Inc. A handsome folder was distributed through the Rockefeller Center area and ceremonies at City Hall accented the 24-hour program which was dedicated to the occasion by the Mayor's proclamation. An exhibit of Haitian paintings at the Hugo Gallery, a reception at the Roxy for the Haitian Ambassador, and a 9:30 P.M. preview of the picture, with Leon Destine and his company of Haitian dancers as a special stage attraction, filled the day.

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Five hundred dollars in prize money will be awarded to managers of Skouras Theatres in New York for the best exploitation campaigns on "The River" and "The Green Glove" as a double bill, through an arrangement announced by Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, as a pre-selling stimulant for two of his company's films. Jean Renoir's film, made in India, is just finishing a long run at the little Paris theatre here and now enters release in the Metropolitan area, with national bookings to follow. It combines well with the Sir Cedric Hardwicke adventure drama. Selling the two pictures as a package is something new in pre-selling and general exploitation. It is to be expected that other circuits will follow Skouras in New York in providing an incentive to merchandise the double bill on a preferred promotion basis.

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To meet growing competition for promotion opportunity at the local level, Universal is establishing an advance planning unit with its field exploitation staff participating as members. This innovation in New York, presided over by Charles Simonelli, manager of the Eastern advertising and publicity department, will bring national promotion down to the grass roots to meet local conditions under a policy laid down by David A. Lipton, vice-president of Universal, in charge of advertising-publicity. The advance unit will scout merchandising tieups and promotional possibilities that may be applied by each of the field staff in their respective territories, with emphasis on theatre play dates and local advertising benefits.

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Paramount's mammoth pressbook for Cecil B. DeMille's "The Greatest Show on Earth" has won a unique award from the Mead Paper Mills, in a monthly contest among paper dealers for fine examples of promotional printing. The company says, "The Paramount staff has beaten DeMille at his own game—showmanship." And Paramount's full-color film strip on the same picture is winning acclaim in the nation's schools as the choice of 11,000 school organizations and 500 visual education dealers.

WALTER BROOKS

Court Hits 'Pinky' Censors

(*Continued from page 1*)

today could be interpreted as a ruling that the justices will not sustain any censorship under a vaguely worded statute. Thus, the actions in the "Miracle" and "Pinky" cases add up to this as a very minimum: Films cannot be censored as sacriligious (the "Miracle" opinion), and they cannot be censored if the basic statute is too vague and indefinite as to what is to be banned ("Pinky").

Many observers, however, feel that the language in the "Miracle" opinion is so far-reaching that the court's position actually is much broader, and indicates that practically any pre-showing censorship will be struck down. But it will undoubtedly take many additional cases to determine exactly how broadly or how narrowly the justices meant the "Miracle" and "Pinky" case decisions to be.

The court's decision in the "Pinky" case was unanimous, the decision being noted on a long list of "orders" handed down at the end of the decision session. The order also noted that Justice Frankfurter concurred because he felt the Texas ordinance under which Gelling was convicted "offends the due process clause of the 14th Amendment on the score of "indefiniteness." Frankfurter specifically cited his concurring opinion in the "Miracle" case, in which he had said that it was not necessary to go into the question of whether the states had the power to censor films, since "sacriligeous" was so vague a concept that even if the states had the power to censor films generally they could not use it to censor "sacrilegious" films.

Observers Disagree

Some observers felt the Supreme Court action today meant the end of any attempt to censor films on the grounds of racial content, but others said this did not necessarily follow and would have to be determined by the court's action in other cases that come later.

The "Pinky" case arose when Gelling, manager of the Paramount Theatre in Marshall, Tex., booked the 20th Century-Fox film. The city board of censors disapproved the film because of its plot, which tells the story of a Negro nurse who passes as white. Gelling showed the film anyhow, was arrested, convicted and fined $100. Two higher Texas courts upheld the conviction, increasing the fine to $200 and costs.

The appeal to the Supreme Court was backed by the Motion Picture Association, which regarded the case as a clear-cut test of the constitutionality of state censorship. However, before the case could get to the Supreme Court, the high court took, heard argument, and handed down its decision in "The Miracle" case. "The Miracle" censorship turned primarily on the question of sacrilege, and while the high court in that opinion for the first time brought films under the free press guaranties of the First and Fourteenth amendments, it finally confined the effect of its decision to the "sacrilege" question.

Under these circumstances, the "Pinky" case became more an extension of "The Miracle" ruling, and did not provide the clear-cut, overall statement of the high court's position on state censorship for which MPAA and the industry had hoped.

In the Winters case, cited by the justices as part explanation for their action in the "Pinky" case and taking on new significance for the film industry as a possible guidepost for the future, the high court reversed a lower court decision which said New York state could ban the distribution of magazines made up of news or stories of criminal deeds of bloodshed or lust "so massed as to become vehicles for inciting violent and depraved crimes against the person."

Reed Delivers Opinion

Justice Reed, delivering the majority opinion in that case, said the court recognized the right of the state to use its police power to minimize incentives to crime, particularly in the field of salacious publications.

Entertainment magazines, Reed said, were as much entitled to "free speech" protection as the best of literature, but they were equally subject to control if lewd, indecent, obscene, or profane.

However, he continued, when punishment is involved, "the standards of certainty in the statute is higher than in those depending primarily on civil sanctions. There must be ascertainable standards of guilt. Men of common intelligence cannot be required to guess at the meaning of the enactment."

'Too Indefinite'

On this basis, Reed declared, the New York statute was "too uncertain and indefinite" to justify Winters' conviction.

Reed's concluding sentence read much like the final statement of Justice Clark's in the "Miracle" case. "To say the state may not punish by such a vague statute," Reed said, "carries no implication it may not punish the circulation of objectionable printed matter, assuming it is not protected by the privilege of the First Amendment, by the use of apt words to describe the prohibited publication."

Readies Suits

(*Continued from page 1*)

will be to demand that Ohio's censorship of newsreels be stopped, he said.

"It is obvious from the court's decisions (in the 'Pinky and 'Miracle' cases) that the continued censorship of newsreels in Ohio or wherever practiced is a clear-cut violation of the Constitution," Johnston declared.

He added that there now is no more justification for censoring newsreels than there would be to censor "what goes into a newspaper or what is carried in the news reports of the press associations."

The Association feels, he added, "that in accordance with the court's mandate Ohio should on its own discontinue newsreel censorship, but if it does not we intend to instigate legal proceedings to force the state to abandon censorship of the newsreels."

Six States Censor

These six states, plus a number of localities, now censor motion pictures: New York, Pennsylvania, Maryland, Virginia, Ohio and Kansas. Massachusetts censors pictures for Sunday showing only.

Johnston greeted the "Pinky" decision as a "clear reaffirmation of the court's opinion, expressed in the "Miracle" case last week, that the screen is entitled to the free speech and free press guarantees of the Constitution."

He continued: "The decision is all the more encouraging and gratifying for it supports the position I have taken ever since I joined the motion picture industry in 1945. It is our position that the screen as a medium of communication is entitled to equal treatment in every respect with the press, including freedom from censorship and freedom from discriminatory taxation and legislation."

Sees Ohio Censorship Remaining Unaltered

COLUMBUS, O., June 2.—No immediate effect on Ohio film censorship was seen by Dr. Clyde Hissong, state director of education and chief film censor, as a result of the U. S. Supreme Court's decision in "The Miracle" case. He gave this opinion prior to the high court ruling, which came today in the "Pinky" case.

Dr. Hissong said he did not think the Ohio censor law violated constitutional guarantees of free speech and free press. "The Miracle" has not yet been submitted to the Ohio censor board. Dr. Hissong refused to say what the Ohio board may do when the picture is submitted.

Dr. Hissong said films never are cut or banned in Ohio because of treatment of any religious or other point of view. He added, however, that "anything derogatory to the church as a whole" or "desecrating the ministry" would be cut.

Grand in Gary Closes

CHICAGO, June 2.—Great States' Grand Theatre, Gary, Ind., has closed.

Dual Premieres for 'Quiet Man' Abroad

LONDON, June 2.—Republic's "The Quiet Man" will have a dual world premiere Friday at Paramount's Plaza here and at the Adelphi in Dublin.

The John Wayne-Maureen O'Hara starrer has inspired a rare scramble among first-run bookers here and, in the opinion of exhibitors, the film will do much to place the new Republic British distribution organization on a solid foundation. ABPC has booked the picture here.

Enters Judgment Vs. UA on 'Outlaw'

A judgment against United Artists for $121,201 claimed to be due the Hughes Tool Co. from the distribution of "The Outlaw" was entered by Justice Thomas Brady in New York Supreme Court, it was disclosed here yesterday.

The long-standing dispute grew out of a distribution agreement made in 1944, which ran until 1950, when distribution rights of the film were returned to the Hughes Tool Co.

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Disappoints

(*Continued from page* 1)

might serve as a practical guide to producers.

The fact that the court decided "The Miracle" case last week, made it possible for the justices to cite their decision in that case without amplifying it or writing a new opinion while disposing of the "Pinky" case yesterday.

Supports View

Industry attorneys who had predicted last week that the high court's disposition of "The Miracle" case meant that numerous test cases will have to be brought before censorable limits are well defined, regarded the disposition of the "Pinky" case yesterday as supporting that view.

They interpreted yesterday's ruling as further indication that loosely drawn and inadequately defined state and local censorship statutes cannot stand up in court. Whether it means that some phase of race relations might be censorable when treated in motion pictures, providing it was prohibited under a carefully drawn statute, still is conjectural, some attorneys feel.

However, most film attorneys who commented on the Supreme Court's action of yesterday felt that the decision is of more practical import to Hollywood producers than was "The Miracle" decision because studios have treated and will wish to continue to treat race relations as a dramatic film subject, free of the restraints of censorship, whereas the subject of sacrilege is rarely regarded by producers anywhere as a motion picture theme, whether protected from censorship or not.

Crockett Dies

(*Continued from page* 1)

morning at Cox's Funeral Home in Norfolk.

A veteran of World War I, Crockett first entered the lumber business in 1915 and became an exhibitor in 1925, building the Roland Theatre at Virginia Beach. He built the Bayne Theatre in the same place in 1930 and formed a partnership with D. Pender. During World War II he was a member of the War Production Board Committee on Motion Pictures and of the United Motion Picture Industry Conference. He was also chairman of the USO Advisory Board during the second World War, was national vice-chairman of the War Activities Committee's Sixth War Loan and participated in many state war committee activities. He had been president of the Virginia MPTA since 1937. Headquarters of Crockett-Pender Theatres are in Virginia Beach.

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Maryland Censors See 'Miracle' Decision Having No Real Effect on Censorship

Baltimore, June 2.—The recent U. S. Supreme Court decision in "The Miracle" case will have very little effect on film censorship in Maryland, officials of the state censor board have indicated.

The main reason is that the high court decision held that only the censorship of films on sacrilegious grounds is unconstitutional and Maryland censors say that such films are so rare as to be practically non-existent.

"During my term of office," said Sydney R. Traub, chairman of the Maryland board, who took office in May, 1949, "the board has at no time banned or caused matter to be deleted from any picture on sacrilegious grounds. The Supreme Court decision does not appear to be applicable to any of the films that have come before us.

"We shall continue to act upon pictures as we have in the past within the limits defined by the Maryland statute, with the exception of the sacrilegious provision."

Similar observations were made earlier by the New York censorship body, whose revocation of the permit it had previously granted to "The Miracle" led to the Supreme Court test.

Sees UK Slump

(*Continued from page* 1)

National Film Finance Corp., and the prospects of British films overseas, particularly in the American market.

A high quota, Davis declared is useless, even harmful, to the producer. But he made it plain he doesn't like the 25 per cent "supporting program" quota.

He claimed that NFFC saved British production from complete collapse which might have led to its permanent and total destruction.

In regard to overseas markets, he said British films continue to make progress in America but the time is not ripe for mass distribution there, involving 200 prints, $200,000 for advertising and an investment of anything up to $400,000 as a first charge to its receipts. Under Rank's present methods an advertising budget is as low as $10,000, Davis said:

Rank's operations of theatres abroad, he reported, has made it possible to increase revenue from a British film in South Africa, for example, from a former £700 to £7,000 to £10,000 today.

Davis said he is satisfied that television already is hurting theatre attendance here; that while it has little effect on top productions, it has some effect on ordinary pictures and material effect on poor productions.

"The better the BBC programs become," he said, "that more we will suffer. I hope present and future governments will hold a balance fairly between the BBC and the film industry."

Davis said he felt that events following the imposition of the Dalton duty and the embargo on Hollywood shipments here dealt a body blow to British producers. He intimated that the American industry interested the White House in getting the Dalton duty dispute settled and lamented that, following the settlement, on which no British industry member was consulted, he said, a two years' backlog of Hollywood product was released in Britain."

"British producers incurred losses, studios were closed and large numbers of people became unemployed," he said. The Johnston unit plan also had a crippling effect on British producers, Davis admitted.

'Latuko' Rights to Dezel

CHICAGO, June 2.—Albert Dezel and associates have secured the distribution rights to Producers Representatives' "Latuko" for Detroit, Chicago, Milwaukee and Indianapolis.

NCAA Plan

(*Continued from page* 1)

The series will be offered to a sponsor or sponsors who must provide national coverage on each of the 12 Saturdays.

A college team may appear on television only once during the season, either at home or away.

The sponsor may select to telecast a local game in a given area, or a number of such games, in addition to the national telecast. However, in any given community only one game will be permitted on home TV each Saturday.

Committee chairman Hall said with only one game on home television in a given area each week, TV-equipped theatres could step into the breach and telecast "red-hot" local games. From the viewpoint of the NCAA, Hall continued, the limited use of theatre television in the past has been found satisfactory.

He said that theatres, interested in obtaining a game would negotiate with the participating colleges.

The plan, adopted after three months of intermittent meetings, now goes to the 250 participating colleges for approval. It must win a two-thirds majority for adoption.

The 1952 controlled TV program has eliminated "blackouts" because of public criticism and the desire of colleges to offer games on TV "within limitations," Hall added.

N.Y. Grosses

(*Continued from page* 1)

current Roxy stage attraction is Allan Dale.

The weekly gross forecast for the foregoing three theatres follows: Paramount: a tremendous $142,000 for the initial week of Johnnie Ray and "The Wild Heart," only $8,000 less than the record week of Dean Martin and Jerry Lewis, set in July, 1951; Radio City Music Hall, a big $145,000 for the first seven days of "Lovely to Look At"; Roxy: a sturdy $80,000 for the opening stanza of "Lydia Bailey."

'Beacon' Excellent

"Walk East on Beacon" is excellent at the Victoria, where $30,000 is seen for its first week. The initial seven days of "The Red Ball Express" at the Criterion is expected to hit a fine $25,000. At Loew's State, a nice $14,500 is due for the opening inning of "The Girl in White."

At the Capitol, a satisfactory $30,000 was estimated for the initial week of "Skirts Ahoy." "About Face" at the Warner Theatre, which closes for the summer on Thursday, is expected to do a fairly good $28,000 for its second week.

"The Fighter" opened to a moderate $14,500 for its first week at the Mayfair, while "Outcast of the Islands" at the Astor is expected to do a fair $11,500 for its third stanza.

"Young Man with Ideas" bows in at the Globe Friday, replacing two reissues, "Red River" and "Tulsa," which racked up a satisfactory $9,500 for their second inning.

Among off-Broadway houses, "Man in the White Suite" is doing very well at the Sutton, with a healthy $14,000 predicted for its ninth week. Holding up moderately well is "Under the Paris Sky" at the Paris, where $7,500 is seen for the fourth week.

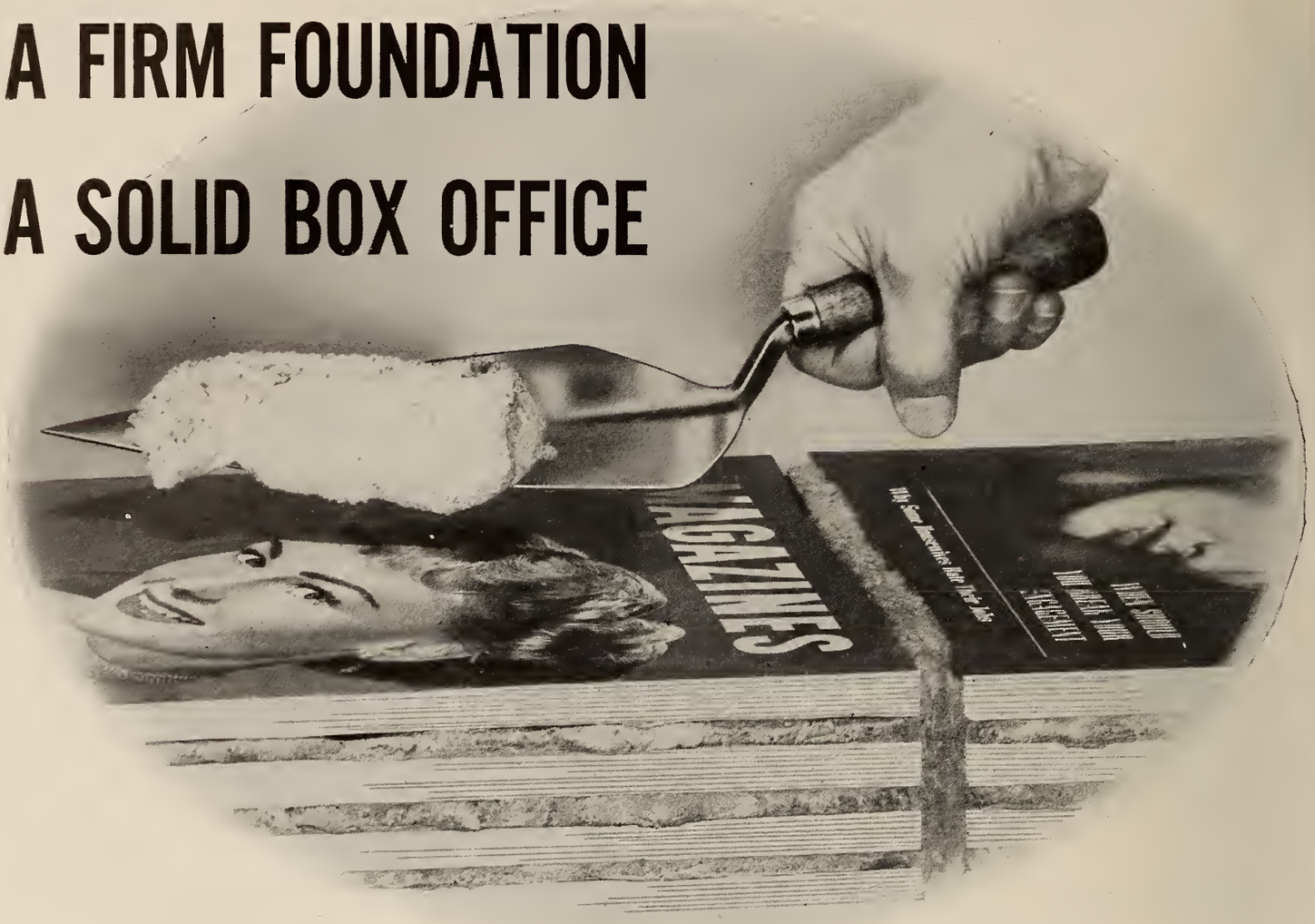
At the Beekman, a fine $6,000 is forecast for the fifth inning of "Never Take No for an Answer." At the Park Avenue, a sturdy $10,000 is indicated for the initial seven days of "Actors and Sin." The ninth week of "Encore" is expected to register a good $9,400 at the Normandie.

At the Trans-Lux 52nd Street, "High Treason" is expected to hit a nice $10,000, while a fair $5,500 is seen for the fourth stanza of "The Narrow Margin."



FACT NO. 7 *about magazines and Motion Pictures*

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Midwest Fairs Set for Film Expositions

Ohio and Indiana Units Will Lead Off Program

In conjunction with its declared objective "to restore public enthusiasm" for motion pictures, the Independent Theatre Owners of Ohio has made plans to set up an industry exposition in space allotted to it at the Ohio State Fair, scheduled for Columbus August 22-30, C. F. Pfister, president of the exhibitor organization, disclosed here yesterday.



C. F. Pfister

Pfister who, with Robert Wile, organization secretary, is in New York to solicit the cooperation of distributors in carrying out the proj-

(Continued on page 4)

Majors Meet on French Deal Friday

Presidents and foreign managers of Motion Picture Association of America member companies will meet in New York again on Friday to deliberate further on the counter-proposals made by the French in the recent Paris negotiations looking to the setting up of a new Franco-American film agreement.

The meeting on Friday, which officially will be a Motion Picture Export Association board conclave, is expected to weigh also new possibilities for unfreezing currencies blocked in Japan.

Steel Strike May Continue Controls

Washington, June 3.—National Production Authority officials said today there is a "very definite possibility" that an extended steel strike might force the agency to cancel its projected relaxation of theatre construction controls.

Balaban Says Television Offers 'Starvation' Prices for Films

The present television market is offering only "starvation" prices for old films, Barney Balaban, president of Paramount Pictures, informed stockholders at yesterday's annual meeting here.

Balaban reiterated Paramount's stand, expressed before the Federal Communications Commission, that the company would release old films to TV at the proper time, that is, when it is profitable to do so. The Paramount president stated that he "would be derelict" in his duty to take such a step now.

In judging possible film sales to TV, Balaban continued, the value of remaking a picture or reissuing an old film for theatrical distribution must be considered. He said the reissue value of films is currently in excess of what TV has to offer. As to remaking a film, Balaban pointed to the latest remake, based on Theodore Dreiser's "An American Tragedy." The remake, under the title of "A Place in the Sun," has brought in revenue of about $5,000,000, Balaban said.

Chicago, Atlanta, Memphis Censors are MPA Targets

High on the list of censor boards which the Motion Picture Association of America will seek to have abolished in the immediate future on the basis of the Supreme Court's decision in the "Pinky" case are those in Chicago, Atlanta and Memphis, it was learned here yesterday.

MPAA attorneys were understood to have completed already the necessary research into the possibilities for compelling these boards to divest themselves of their power. Additionally, at the urging of Eric A. Johnston, MPAA president, attorneys have been seeking the most desirable approach to attacking on legal grounds the Ohio censoring of newsreels.

What is said to make the Chicago, Atlanta and Memphis boards particularly vulnerable following the "Pinky" decision is that each of the three claim the right to censor pictures that are deemed to be "prejudicial to the best interests of the community," the crux of the "Pinky" case prosecution. The high court, in upholding the "Pinky" case defendants' appeal, in effect indicated that films cannot be censored on the basis expressed in such vague and all-embracing terms, industry observers hold.

As soon as MPAA attorneys have

(Continued on page 2)

Estimate 3,835 Drive-ins; Texas Total Is Largest

Total drive-ins in the U. S. is estimated to be 3,835 by Jack H. Levin Associates, which recently completed a field check of drive-ins.

The Levin research and checking firm admits that "no overall official or industry statistics are available" on drive-in totals. "None of the accepted directories agree," it was said, "and interviews with editors and government officers have confirmed the fact that the national total is at extremely wide variance.

"Spotchecks by the Associates, who contacted film exchanges, trade associ-

(Continued on page 5)

MPIC Would Aid Wrongly Accused

HOLLYWOOD, June 3.—The Motion Picture Industry Council's 12 constituent organizations will report back to that body at the next meeting on June 18 on whether they approve the setting up of an instrumentality to be known as the Patriotic Services Committee, composed of one member from each constituent group, to facilitate industry people wrongfully charged with Communist membership or affil-

(Continued on page 2)

Eidophor Showing Set for June 25

The first public demonstration of the new Eidophor large-screen color television system will be held in the home office of 20th Century-Fox on June 25, it was announced yesterday by Spyros P. Skouras, president of the company.

The showing, which will introduce the system to the press, follows 12 years of research and experimentation by scientists of the Swiss Institute of Technology, who invented and per-

(Continued on page 5)

Para. Hopes To Maintain Dividends

Balaban Tells of Rising April, May Earnings

Hope of continuing Paramount Pictures' policy of declaring regular 50-cent quarterly dividends was expressed here yesterday by Barney Balaban, president of the company, at the annual meeting of stockholders, held at the company's home office.



Barney Balaban

In answer to a stockholder's question of the company's future dividend policy in the light of lower earnings this past year, Balaban said he hoped that the company will never have to change

(Continued on page 5)

Telemeter Unveiled Here for 1st Time

The "pay-as-you-see" Telemeter subscription television system was unveiled for the first time in the East yesterday following Paramount Pictures' annual stockholders meeting. Paramount owns a 50 per cent interest in Telemeter.

The device for unscrambling the picture is a simple coin-box which takes coins from five cents to 50 cents.

(Continued on page 5)

$24,000,000 from Overseas for Para.

Paramount Pictures' revenue from foreign sources in the last fiscal year exceeded $24,000,000, Barney Balaban, company president, told stockholders here yesterday.

While acknowledging that the $24,000,000 represented nearly 40 per cent of the company's total income last year, Balaban said that the percentage figure did not tell the complete story. He explained that distribution costs were greater in foreign markets.

Personal Mention

HERC C. McINTYRE, managing director for Universal-International in Australia, has arrived here from that country. SAUL JACOBS, manager in Panama, is also here for conferences with home office executives.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, will be in New Haven today from New York, and later in the week will be in Albany and Buffalo.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return here from Washington and Philadelphia at the weekend.

•

JOSEPH McCONVILLE, vice-president of Columbia Pictures, and his wife will sail from here today for Europe aboard the *S.S. Queen Elizabeth.*

•

ERIC JOHNSTON, in his capacity as chairman of the International Development Advisory Board, visited the White House yesterday.

•

DOUGLAS ROTHACKER is recovering from an operation at Harkness Pavilion here.

•

HAL O'CAMP, producer, left New York yesterday for Hollywood.

Arbitration Drafting Work In Final Stage

The Rules Committee of the Industry Arbitration Conference yesterday began the final draft of the legal record of arbitration principles which will be submitted to delegates at the second industry conference about a week before it gets underway on June 16.

Herman M. Levy, committee chairman, reported following a meeting of the group here yesterday that drafting work would require several more days. Present at the committee session were Austin Keough, Paramount; Robert Perkins and Howard Levinson, Warner Brothers; Ben Melnicker, Loew's, and Levy, of the Theatre Owners of America.

Police Expect 200,000 At 'Jeanie' Premiere

PITTSBURGH, Pa., June 3.—Over 200,000 are expected in downtown Pittsburgh when premiere festivities for "I Dream of Jeanie (With the Light Brown Hair)" start at the Fulton Theatre here tomorrow evening, according to the police department.

MPAA Targets

(*Continued from page* 1)

completed the assembling of data and other work necessary to the preparation of possible court actions against censor boards a meeting of MPAA member companies' presidents will be held to build upon the groundwork laid by the attorneys, it was said.

SEC Reports on Film Executives Stock Deals

WASHINGTON, June 3.—Albert Warner sold 75,000 common shares to Warner Brothers Pictures in April, and Jack L. Warner sold 30,000 shares, the Securities and Exchange Commission reported.

These sales left Albert Warner with 332,550 shares in his own name and 21,000 in trust accounts and Jack Warner with 373,748 shares in his own name and 21,500 in trust accounts. Harry M. Warner reported a gift of 1,000 shares, leaving him with 247,300 shares in his own name and 16,000 shares in trust.

The sales were reported in the latest SEC summary of trading in film company stocks by officers and directors.

W. Ray Johnston reported three sales, totaling 6,300 shares, of Monogram common, dropping his total holdings to 6,517 shares.

The R. I. Blank Trust sold 1,000 shares of United Paramount Theatres common, dropping its total to 4,100 shares. A. H. Blank, who controls the trust, owns another 2,595 shares in his own name and 500 shares through the A. H. Blank Trust.

John G. Eidell gave away 200 shares of Universal common, leaving 5,275 shares, while Ludovic L. Lawrence made a gift of 1,700 shares of the firm's 4½ per cent cumulative preferred, leaving him with 8,300 shares.

Brandt Foundation made four purchases of Trans Lux Corp. common during April, totaling 3,700 shares. It now owns 5,100 shares. Harry Brandt, who controls the Foundation, owns 101,315 shares in his own name and 1,400 shares through Harday, Inc., while his wife owns 17,700 shares. Jay Emanuel bought 500 shares, bringing his total to 11,000 shares, while Jacob Starr reported four purchases in 1950 and 1951 totaling 2,300 shares and bringing his holdings to 8,400 shares.

MPIC Would Aid

(*Continued from page* 1)

iations in clarifying their position. PSC would extend to free lances the opportunity now being given contract studio employees to present their side of the story when their names appear in lists supplied by the American Legion or other organizations fighting subversion. Such a committee was first discussed by MPIC in December, 1951, but no action was taken at that time.

Two-way Function

PSC would perform a two-way function for the individuals concerned. It would supply the listed individuals with available information relative to their listing, and would receive relevant facts from them for transmission to the sources making the listing. PSC could not in any sense "clear" individuals, but would aid individuals, to such extent as handling information can aid, in clearing themselves if innocently involved.

Proponents of PSC voice the belief that about 90 per cent of the persons named on Legion and similar lists would not have been listed if PSC had been formed when first proposed in 1950.

Iowa Allied Regional Hits Admission Tax

DES MOINES, June 3.—Twenty-five Iowa members of the Allied Independent Theatre Owners of Iowa-Nebraska met at Hotel Fort Des Moines here today to discuss ways of stimulating theatre business. The day-long regional meeting was presided over by Charles Niles, Anamosa theatre owner.

Chief target was the 20 per cent admission tax. Those present agreed to carry on a campaign which would get their views to all Federal political office holders from the Midwest. It was the consensus, however, that little action in the way of repeal of the law could be expected before 1953.

To get patrons back in the theatre, the theatremen laid plans for a September meeting in Des Moines at which the state's newspaper editors would be guests. Attempts would be made to show the newsmen the importance of the theatre to the community. Actor George Murphy will be asked to attend. It is expected that around 500 persons would attend the AITO-sponsored meeting.

Al Lowe Named to 'U' Foreign Post

Al Lowe, for many years a foreign department executive with United Artists, was yesterday appointed Universal-International home office representative for Latin America, by Americo Aboaf, foreign vice-president and general sales manager.

At the same time, Aboaf announced the transfer of Marion Jordan from the home office to the post of district sales representative in Europe. Jordan will operate out of U-I's Paris office.

NY Tent in New Quarters

Variety Club of New York, Tent No. 35, has evaculated its quarters at the Hotel Astor and set up temporary offices at 132 W. 43rd Street, according to property master Edward Lachman. Reporting that the old rooms were too small, Lachman assures the membership in a letter that, during the summer, every effort will be made to secure larger permanent quarters.

Lesser to Britain

LONDON, June 3.—Sol Lesser is scheduled to arrive here from Hollywood June 25 for a four weeks visit. While here he will begin preparation for British production of "Black Chiffon" and may complete plans for joint Anglo-American production of "Civilian Clothes," in whch a British actress will be starred.

Newsreel Parade

GEN. EISENHOWER'S return and the Koje crisis are current newsreel highlights. Other items include the English Derby, auto racing, and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 46—Eisenhower returns. Rule steel seizure illegal. Koje prisoners still defiant. Reds reinforce Iron Curtain. English Derby. Auto race.

NEWS OF THE DAY, No. 280—Eisenhower home. Taft relaxes. UN reinforcements at Koje. Dionne quints. English Derby. Indianapolis auto race classic.

PARAMOUNT NEWS, No. 83—Steel strike. Eisenhower vs. Taft. Dionne quints graduate. New Koje incidents. Indianapolis auto race classic. English Derby.

TELENEWS DIGEST, No. 23A—Red agitation around the globe. Blockade in Germany. Koje. Red rally in Tokyo. Riots in France over Gen. Ridgway. Eisenhower returns.

UNIVERSAL NEWS, No. 566—Eisenhower back. Koje. NATO air power. Broken dam in France. Dionne quints. Tiniest plane. Indianapolis auto race.

WARNER PATHE NEWS, No. 85—Eisenhower back. Koje. Reds step up war of nerves. Taft meeting. Fathers of the year. Tiniest plane. Navy unveils jet helicopter. Indianapolis.

French Exhibitors Urge End to Quota

PARIS, June 3.—French exhibitors are urging government agencies to abandon the film quota system completely and to end the regulation of theatre programs to make double featuring permissible.

Duals, the exhibitors contend, will bring lost patrons back to the theatres and will solve the quota problem. They also are urging a reduction in taxes, contending the future of the French industry depends on the health of the theatres and that their suggested program will save the industry.

Meanwhile, Eric Johnston, president of the Motion Picture Association of America, still is expected back here toward the end of June for further discussions of the new Franco-American film agreement, which may be taken to the government level then if no understanding has been reached on the industry level by the June 30 deadline.

However, John McCarthy, MPAA vice-president, said his understanding is that if no agreement is reached, the position will remain unchanged for several months. Government sources, on the other hand, are reported to be ready to consider themselves free of the problem if a new agreement has not been signed by June 30.

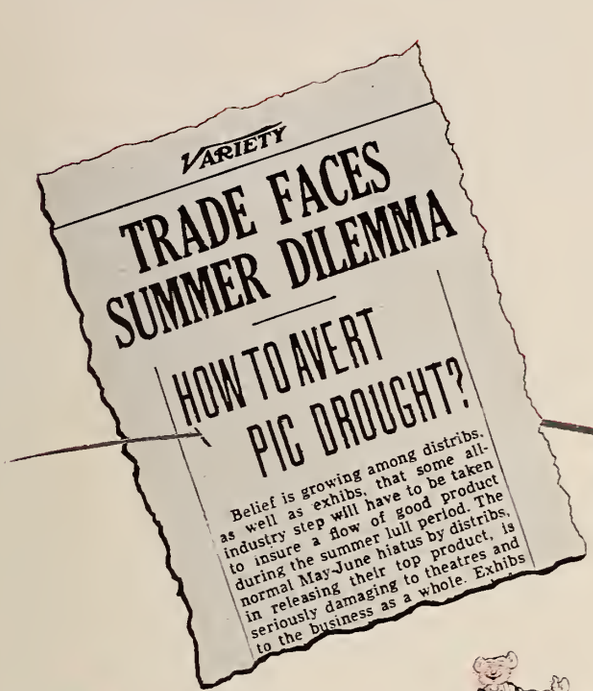
Mochrie to Show 'Zero' to Army

Robert Mochrie, RKO Radio sales vice-president, and producer Edmund Grainger will be in Washington tomorrow to screen "One Minute to Zero" for top Army and Air Force officers. A reception will follow at the Carlton Hotel.

The story concerns the early stages of the conflict in Korea.

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LEO TO THE RESCUE!







"SINGIN' IN THE RAIN"
(Technicolor)
Gene Kelly
Donald O'Connor
Debbie Reynolds
Jean Hagen
Millard Mitchell



"SKIRTS AHOY!"
(Technicolor)
Esther Williams
Joan Evans
Vivian Blaine
Barry Sullivan
Keefe Brasselle
Billy Eckstine



"SCARAMOUCHE"
(Technicolor)
Stewart Granger
Eleanor Parker
Janet Leigh
Mel Ferrer
Henry Wilcoxon
Nina Foch
Lewis Stone
Richard Anderson



"LOVELY TO LOOK AT"
(Technicolor)
Kathryn Grayson
Red Skelton
Howard Keel
Marge and Gower Champion
Ann Miller
Zsa Zsa Gabor
Kurt Kasznar

"THE MERRY WIDOW"
(Technicolor)
Lana Turner
Fernando Lamas

"THE GIRL IN WHITE"
June Allyson
Arthur Kennedy
Gary Merrill



"PAT AND MIKE"
Spencer Tracy
Katharine Hepburn
Aldo Ray
William Ching



"THE DEVIL MAKES THREE"
Gene Kelly
Pier Angeli



"CARBINE WILLIAMS"
James Stewart
Jean Hagen
Wendell Corey



"IVANHOE"
(Technicolor)
Robert Taylor
Elizabeth Taylor
Joan Fontaine
George Sanders
Emlyn Williams

FCC Witness Tells Of Threats by UPT

WASHINGTON, June 3.—The Federal Communications Commission's Paramount hearings took only 20 minutes today, as former Salt Lake City Judge George W. Latimer testified on threats made in 1941 by United Paramount Theatres president Leonard Goldenson against operators of the Paramount Theatre in Salt Lake City.

Latimer said he had heard Goldenson threaten that no one would ever operate the theatre successfully and that he would make every effort to see that the theatre did not get first-run product. In earlier testimony, Goldenson had denied making any such threats.

After Latimer's testimony, the hearing recessed until Thursday, when Dr. Allen B. DuMont will testify.

Cite Code Effects At TV Hearing

WASHINGTON, June 3.—Rep. Gathings (D., Ark.), sponsor of the Congressional investigation of radio and television program content, told the House Commerce sub-committee today that TV programs have improved since the radio-TV industry code went into effect on March 1, but that the code would not be the final answer to the problem of obscene programs or programs overemphasizing sex, crime and violence.

He was the lead-off witness as the sub-committee began hearings on the subject. The hearings got off to a slow start, and observers felt that the members did not have a very clear idea of where the investigation is going.

Review

"Jumping Jacks"

(Paramount)

"JUMPING JACKS" is one of the fastest and most furious fun frolics to race across the motion picture screen in a long time.

Dean Martin and Jerry Lewis have entertained many millons on stage, on the air and on the screen. We have witnessed many of their performances on all three. And enjoyed them immensely. But never have we enjoyed them as much as on this occasion. The dialogue is faster and funnier than in any previous Martin and Lewis opus and the plot has more substance. The cast is uniformly good, principal characters including Mona Freeman, Don DeFore, Robert Strauss, Dick Erdman, Ray Teal, Marcy McGuire and Danny Arnold. And as for the hundreds of soldiers in support, we have the word of Brigadier General Frank Dorn that "they portrayed their roles as though they were actually members of the Army Parachute School" at Fort Benning, Georgia, where most of the production was filmed.

This compact entertainment package, which was wrapped up neatly by director Norman Taurog, and tied together securely by producer Hal Wallis, was staged against a background of Army life, with Martin and Lewis creating plenty of havoc for the Paratroopers, as they previously did for the Army and Navy. All and sundry are ribbed to a frazzle, from top brass to buck private Jerry Lewis, while they try to fashion a bunch of G.I. Joe's into entertainers for a series of camp shows. Some of the merriest moments come from the fears and frailities of Lewis during his training to be a sky-jumping soldier. Interrupting the comedy at one spot is a thrilling mass jump by hundreds from dozens of transport planes. Songwise, Martin quite stisfactorily delivers four numbers: "Do the Parachute Jump," "I Know a Dream When I See One," "The Big Blue Sky" and "Keep a Little Dream Handy."

Showmen have much to work with and much to promise in merchandising this one, and they certainly can count on help aplenty from word-of-mouth recommendations. That point was proven by the acclamations of a widely representative audience at a sneak preview at Loew's Lexington Theatre, New York.

The screenplay was written by Robert Lees, Fred Rinaldo and Herbert Baker, from a story by Brian Marlow, with additional dialogue coming from James Allardice and Richard Weil.

Running time, 96 minutes. General audience classification. For July release.

JAMES P. CUNNINGHAM

Expositions

(Continued from page 1)

ect, said Indiana Allied is planning to set up the same exposition the following week at the Indiana State Fair in Indianapolis. Various county fairs in Ohio then would take turns in using the industry display, he said.

The plan of the Ohio ITO, also an Allied unit, is not as grandiose as the one conceived by the Organization of the Motion Picture Industry of New York City for an industry exposition at Grand Central Palace here, Pfister said. Therefore, he added, the Ohio organization expects to succeed where the New York organization failed to get the complete backing of other segments of the industry.

Pledged Cooperation

Universal and M-G-M executives already have pledged their companies' cooperation to Pfister, who during the remainder of this week will confer with executives of other distribution firms. Al Daff, director of world sales, and William Goetz, studio chief, made the commitment in behalf of Universal.

Pfister said the allotted 40-by-130-foot industry fair ground space will be used to exhibit the industry-sponsored short subjects and other institutional films, and to display studio sets, costumes, miniature ships, lighting equipment, etc., used in the making of specific pictures. Transportation of the equipment from the Coast studios to the fair will be paid for by the Ohio organization, he explained.

PARAMOUNT TRADE SHOWS

June 8 thru 16, 1952

• • •

LAURENCE OLIVIER and JENNIFER JONES

in

WILLIAM WYLER'S Production of

"Carrie"

with

Miriam Hopkins • Eddie Albert

Produced and Directed by WILLIAM WYLER

Screenplay by RUTH and AUGUSTUS GOETZ

From the American Classic, SISTER CARRIE, by THEODORE DREISER

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	DELAWARE THEATRE	MONDAY, JUNE 9	2 P.M.
ATLANTA	GARDEN HILLS THEATRE	WEDNESDAY, JUNE 11	8:30 P.M.
BOSTON	CAPITOL THEATRE, Allston	MONDAY, JUNE 9	2:30 P.M.
BUFFALO	NIAGARA THEATRE	WEDNESDAY, JUNE 11	2 P.M.
CHARLOTTE	DILWORTH THEATRE	SUNDAY, JUNE 8	6:15 P.M.
CHICAGO	SURF THEATRE	WEDNESDAY, JUNE 11	2 P.M.
CINCINNATI	BOND THEATRE	TUESDAY, JUNE 10	8 P.M.
CLEVELAND	FAIRMOUNT THEATRE	THURSDAY, JUNE 12	2:30 P.M.
DALLAS	CAPITAN THEATRE	THURSDAY, JUNE 12	2 P.M.
DENVER	ESQUIRE THEATRE	TUESDAY, JUNE 10	2 P.M.
DES MOINES	UPTOWN THEATRE	MONDAY, JUNE 9	1 P.M.
DETROIT	ARC THEATRE	MONDAY, JUNE 9	11 A.M.
INDIANAPOLIS	CORONET THEATRE	MONDAY, JUNE 9	2 P.M.
JACKSONVILLE	SAN MARCO THEATRE	MONDAY, JUNE 9	11 A.M.
KANSAS CITY	VOGUE THEATRE	WEDNESDAY, JUNE 11	1:30 P.M.
LOS ANGELES	AMBASSADOR THEATRE—Ambassador Hotel	TUESDAY, JUNE 10	2 P.M.
MEMPHIS	MADISON THEATRE	TUESDAY, JUNE 10	1:30 P.M.
MILWAUKEE	VARSITY THEATRE	WEDNESDAY, JUNE 11	2 P.M.
MINNEAPOLIS	GRANADA THEATRE	TUESDAY, JUNE 10	2 P.M.
NEW HAVEN	LINCOLN THEATRE	WEDNESDAY, JUNE 11	2:30 P.M.
NEW ORLEANS	IMPERIAL THEATRE	WEDNESDAY, JUNE 11	2 P.M.
NEW YORK CITY	NORMANDIE THEATRE	TUESDAY, JUNE 10	10:30 A.M.
OKLAHOMA CITY	TOWER THEATRE	MONDAY, JUNE 16	2:30 P.M.
OMAHA	ADMIRAL THEATRE	MONDAY, JUNE 9	2 P.M.
PHILADELPHIA	ALDINE THEATRE	WEDNESDAY, JUNE 11	2:30 P.M.
PITTSBURGH	SHADYSIDE THEATRE	THURSDAY, JUNE 12	2 P.M.
PORTLAND	ESQUIRE THEATRE	MONDAY, JUNE 9	2 P.M.
ST. LOUIS	PAGEANT THEATRE	MONDAY, JUNE 9	2 P.M.
SALT LAKE CITY	STUDIO THEATRE	TUESDAY, JUNE 10	1 P.M.
SAN FRANCISCO	UNITED NATIONS THEATRE	TUESDAY, JUNE 10	2 P.M.
SEATTLE	EGYPTIAN THEATRE	MONDAY, JUNE 9	1:30 P.M.
WASHINGTON, D.C.	CIRCLE THEATRE	FRIDAY, JUNE 13	1:30 P.M.

Mochrie Honored in RKO Radio Drive

Robert Mochrie, sales vice-president, is being honored by all company branches during the last three weeks of the current RKO Radio "Ned Depinet 1952 Sales Drive," which will end on June 26.

Leading the drive is Portland, with Sioux Falls, New Orleans and Denver following. In the Canadian division, Montreal is first, with Winnipeg in second place.

Drive-ins

(*Continued from page* 1)

ations and state building inspection bureaus, resulted in national drive-in figures that are somewhat between those currently in existence," the agency declared.

The total listed includes itinerant operations as well as locations designated for construction this year.

Texas leads all states in the number of drive-ins, having 8.84 per cent of the national total. North Carolina is second, with 6.75 per cent; Ohio is third, 6.46; fourth is California, 5.92 and fifth is Pennsylvania, 4.56 per cent. These five states have about one-third of all of the country's drive-ins.

A "substantial increase" in the drive-in total by next year was predicted, "because of the increased awareness of the drive-in's new economic position and the lifting of the construction ban on July 1, 1952, as the result of the National Production Authority's order."

Telemeter Unveiled

(*Continued from page* 1)

Shown on the demonstrating home television models was "Sunset Boulevard."

During the demonstration, the device indicated the price for the program. When the proper number of coins were deposited the picture was unscrambled. Unlike other subscription TV systems, Telemeter features a voice, called "the barker," which tells what is being featured on the program while the picture is unscrambled.

On hand for the demonstration were Dr. Louis Ridenhour and Carl Lesserman, Telemeter vice-presidents, and Paul McNamara, head of public relations.

2,500 Families in Test

Regarding the projected Telemeter test in Palm Springs, Colo., in September, Lesserman said that about 2,500 families are expected to be included in what is now a non-TV area. The families, in addition to buying their own TV set are expected to pay about $100 for hooking up an aerial to the Telemeter coaxial cable.

Lesserman said that the test would take from 60 to 120 days and estimated that within the next 12 months an application for approval of the system would be made with the Federal Communications System.

Asked about exhibitor reaction, Lesserman contended that it was better for theatres to have paid competition than free competition. He stated that Charles Skouras, president of National Theatres, has authorized Telemeter to build a similar system as in Palm Springs in any town where NT has theatres.

M. H.

Para. Hopes to Maintain

(*Continued from page* 1)

its dividend policy. The best answer to the question, he added, was the recent action of the board in declaring a 50-cent dividend for the second quarter.

Balaban, in his address, said that Paramount's estimated net earnings for April and May are running a little ahead of the comparable period in 1951, despite higher taxes and a somewhat more than normal seasonal decline in the domestic box office. At this time, he continued, it is difficult to estimate June, 1952, earnings in comparison with June last year, which was an abnormally good month due to the unfreezing of blocked currencies.

Three-fold Problem

Balaban's address highlighted a three-fold problem faced by the company in what he described as the current "period of transition" in the industry. The problems are, according to Balaban, the effect of TV on theatre attendance, the complications arising out of the change in distribution practices resulting from anti-trust litigation, and the rising costs of production.

The Paramount Pictures president also spotlighted the diversified investment activities of his company in television station ownership, in the "pay-as-you-see" TV subscription system, International Telemeter Corp., and Chromatic Television Laboratories, Inc. He also touched upon the long-drawn out Federal Communications Commission hearings on Paramount's interest in DuMont Laboratories, Inc.

A public demonstration of Telemeter was held following the stockholders' meeting.

Regarding the impact of TV on theatre attendance, Balaban declared it was significant that "a really outstanding picture does as well today as it did in 1946—at the very height of our unprecedented prosperity."

Due to the higher degree of selectivity, however, weaker pictures do not do as well as before, Balaban continued. He added that the same selectivity applies to televiewing when the novelty of a new TV set wears off.

As evidence of outstanding pictures doing big business, Balaban pointed to Cecil B. DeMille's "The Greatest Show on Earth," which he said will be the greatest box-office attraction in the history of Paramount.

Will Support Good Pictures

"Since it is a fact that the public will support good pictures, it is our job to put together those ingredients which make good pictures—the kind of pictures they will want to see," he declared.

Regarding the effect arising from the lifting of the "freeze" on construction of new television broadcasting stations, Balaban pointed out that most of the country's important income producing markets are already pretty well saturated with TV sets. The effect, he explained, will not be as "widespread" as might be indicated by the addition of hundreds of new stations.

In answer to a stockholder's question, Balaban said he had not changed his mind about the advisability of reducing the capital structure of the company over a long period of time. However, there are no immediate plans in that direction, he added. The Paramount president, in response to another question, said the company plans to reduce inventories.

Paul Raibourn, director and vice-president, informed stockholders on the progress of Telemeter and Chromatic, companies in which Paramount owns a 50 per cent interest. Chromatic, which has developed the tri-color TV tube, has not been standing still while the current color TV ban is in force, Raibourn said.

The Paramount vice-president in charge of planning said that new discoveries regarding color compatibility and convertibility have been made, underscoring Balaban's statement that announcements in this regard are are expected to be made before many weeks. Raibourn also expressed hope that the government color TV ban would be modified shortly.

As to the FCC Paramount hearings, Raibourn and Balaban both expressed confidence that the FCC would rule that Paramount can operate stations. In response to a stockholder's query regarding Paramount's interest in DuMont, Balaban said his company would again entertain a bid for the exchange of DuMont stock if the deal was considered advantageous.

Regarding the cost of anti-trust suits, Balaban estimated that the company paid out from $300,000 to $400,000 in settlement of cases last year.

Defends Profit-Participation

Balaban defended the policy of profit-participation deals with top studio talent. He said that Paramount is contemplating a deal with Irving Berlin for a picture titled "White Christmas" under which Berlin would receive $250,000 plus a percentage of profits. The usual figure for a Berlin film, Balaban added, was a fixed amount of $600,000.

He also acknowledged that DeMille shares 50 per cent in the profits in "The Greatest Show on Earth." A 50 per cent profit participation deal is also provided in the Hal Wallis contract, under which Wallis finances the film, Balaban continued.

Balaban refused to give a picture by picture breakdown of profit and loss regarding last years' product. The question was posed by stockholder Mrs. R. M. Copping.

The 14-man board of directors nominated by management was reelected. They are: Balaban, Raibourn, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Fred Mohrhardt, Maurice Newton, Edwin L. Weisl, George Weltner and Adolph Zukor.

A meeting of the reelected board will be held Thursday to reelect officers.

Malcolm St. Clair, 54

Los Angeles, June 3.—Retired film director Malcolm St. Clair, 54, died Sunday at his home in Pasadena after a two-year illness. St. Clair began directing films at 19 for Mack Sennett. Among his best known productions were "The Grand Duchess and the Waiter" and "The Fleet's In."

150 Lined Up for Hartford Forum

Hartford, June 3. — Some 150 persons, representing Connecticut and Western Massachusetts newspapers, New York and Coast executives of film companies, and theatre circuits throughout the Northeast are expected to attend the second *Hartford Times* "Motion Picture Industry Symposium" tomorrow at Times Tower, atop Talcott Mountain.

As previously noted, the principal speakers will be Eric A. Johnston, president of the Motion Picture Association of America, and Ronald Reagan, president of the Screen Actors Guild.

Eidophor Showing

(*Continued from page* 1)

fected the process.

The Eidophor system is a projection method for color television which can be installed in theatres for "live" showings of specialized entertainment supplementing the regular motion picture fare.

It was acquired two years ago by Twentieth Century-Fox and a pilot model was imported from Switzerland for installation earlier this year under the supervision of Earl I. Sponable, research director of the company, and scientists from the Swiss Institute and research representatives from Columbia Broadcasting. Eidophor adapts the CBS color method.

Warners Are Cited By 35th Division

Springfield, Mo., June 3.—Harry M., Jack L., Albert Warner, Warner Brothers distribution chief Ben Kalmenson and advertising-publicity head Mort Blumenstock, have been awarded citations by the 35th Division Association and presented with appointments as honorary colonels on the staff of Missouri Governor Forrest Smith in recognition of the world premiere here on Friday of "The Winning Team." The picture will have its first showings as part of the two-day celebration of the 32nd annual reunion of the division.

only $624* for a
10-DAY HAWAIIAN VACATION!
Includes Mainliner transportation, hotel accommodations and sightseeing.
There are seven tours in all, ranging to 23 days in length. Leave New York at 10 p.m., arrive in Honolulu at 7 p.m. the next evening!
* From New York
UNITED AIR LINES
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OPERATION: BOX OFFICE

"Let's take the children—catch an early show..."

▶ Going to the movies is part of our way of life—as American as apple pie. It is a custom observed by the family whenever and wherever good movies can be seen. For good movies are the best family entertainment investment every week of the year.

▶ Eastman Technical Service for Motion Picture Film is available at strategic points. For further details, address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 109 NEW YORK, U.S.A., THURSDAY, JUNE 5, 1952 TEN CENTS

Allied Head in Bid for Top Releases Now

Capitalize on Summer TV 'Ebb,' Companies Urged

An appeal to the distributors' general sales managers for a flow of top product to theatres during the summer months when "the quality of TV entertainment drops to a very low point" has been issued by Wilbur Snaper as president of Allied States Association.

"If we can present the best of our entertainment to the public when other attractions are at their ebb," Snaper stated in a letter to the sales managers, "there is a great possibility of our recovering the lost audience."

He asserted that it has been the custom of "certain companies" to withhold their better product during the summer months. However, he reminded, "with air conditioning, many theatres experience good business during this period, so I suggest that our best foot be put forward immediately."

(Continued on page 3)

RKO Pictures Board Reelected in Dover

The reelection of the present board of directors of RKO Pictures Corp. at the company's annual meeting of stockholders, held in Dover, Del., yesterday was announced here by Ned E. Depinet, president.

Reelected were: Depinet, Noah Dietrich, Howard R. Hughes, Francis J. O'Hara, Jr., and J. Miller Walker.

Approximately 75 per cent of the shares entitled to vote were represented at the meeting, it was said.

WSB Okays Increase For Hall Performers

The Wage Stabilization Board has approved wage increases of $10 to $15 a week for 133 stage performers at Radio City Music Hall here, as well as a number of fringe benefits, including a week's vacation and increased payment for extra shows, rehearsals and bit parts.

The wage approval is retroactive to last December 6 when the Music Hall and the American Guild of Variety Artists, AFL, signed an agreement. The other benefits go back to February 29.

17 Theatres Line Up for Robinson Bout Telecast

The Warner and Fabian circuits joined other TV-equipped theatres in disclosing plans yesterday to telecast the June 23 Robinson-Maxim bout, bringing the total number of theatres which already have declared their intentions of carrying the exclusive theatre TV telecast to at least 17.

A Fabian spokesman here said the telecast has been booked for the Grand Theatre, Albany, and possibly the Colonial at Richmond, Va. In Cleveland it was announced that Warner's Allen and Hippodrome will carry the event, to be broadcast from New York's Yankee Stadium.

RKO Theatres, which has booked the event in three of its houses, disclosed that the telecast may also be carried by the RKO Keats at Dayton, if the TV installation there is completed in time. Other RKO houses which will pick up the light heavyweight championship bout on their large-screen TV systems are the Keith in Washington, Palace in Cleveland, and the Albee in Cincinnati.

Theatre Network Television, which is handling the event, has declined to

(Continued on page 7)

Johnston Presages All-Out Censor 'War'

Hartford, Conn., June 4.—The Supreme Court having cut away "some of the shackles of motion picture censorship" with its decisions in "The Miracle" and "Pinky" cases, the industry will "keep on fighting until the last knot is slashed and the screen, as a matter of constitutional right, enjoys exactly the same liberties and freedoms as the press," Eric A. Johnston, Motion Picture Association of America president, declared here today.

Mulvey Sees Mutual FrenchArrangement

Confidence that the Motion Picture Association of America and the Society of Independent Motion Picture Producers will find a basis for agreeing on the acceptance of French proposals for a Franco-American film pact was expressed here yesterday by James Mulvey, representing the SIMPP.

Mulvey declined to accept as "support" for SIMPP the State Department's recent action in notifying the MPAA member companies that it would not become a signatory to a pact calling for subsidies by the U. S.

(Continued on page 3)

Harold Rodner Dies, Warner Executive

Funeral services for Harold Rodner, 62, vice-president of Warner Brothers Service Corp., who died at his home here Tuesday night, will be held at Riverside Memorial Chapel at 10:00 A.M. tomorrow. He is survived by his widow, Betty, a brother, Nathan, and two sisters, Sadie Fessler and Esther Halpern.

Rodner, who joined Warner in 1928, entered the film business in 1910 when he started the first single-reel exchange. In 1912 he joined Boxoffice

(Continued on page 3)

20th Slates 10 Summer Releases

Ten releases between June and August are slated by 20th Century-Fox, Al Lichtman, distribution director, disclosed here yesterday. Three productions will be in color by Technicolor and one will be in Natural Color.

The June slate includes: "Kangaroo," Technicolor, starring Peter Lawford and Maureen O'Hara; "Lydia Bailey," Technicolor, starring Dale Robertson and Anne Francis, and "Lady in the Iron Mask," a Walter Wanger-Eugene Frenke production, in Natural Color.

July releases are: "Wait 'Til the

(Continued on page 3)

Para., Col. Approve Ohio Expositions

Paramount and Columbia yesterday offered cooperation to C. F. Pfister, president of the Independent Theatre Owners of Ohio, in helping to set up an industry exhibition at the Ohio State Fair next August. Universal and M-G-M previously had offered cooperation and other companies will be visited by Pfister here this week.

ITO of Ohio is sponsoring the exhibition plan as a theatre business stimulant. Associated Theatre Owners of Indiana is planning to set up a similar

(Continued on page 3)

Johnston Hits PremiumRates For Film Ads

Tells Publishers System Is 'Archaic and Unfair'

HARTFORD, Conn., June 4.—Some 150 newspaper publishers, editors and advertising managers, and representatives of the industry today heard Eric A. Johnston, president of the Motion Picture Association of America, describe as "archaic, discriminatory and just plain unfair," the premium rates which most newspapers charge for motion picture advertising.

In an address before the Hartford *Times Press*—film industry symposium conducted by publisher Francis Murphy at Times Tower atop Connecticut's Talcott Mountain, Johnston leveled a broadside of argument at the ad rates he said the industry has been "stuck with."

The MPAA president declared that the Hartford *Times* last January recognized that the motion picture the-

(Continued on page 3)

NY Theatres Oppose Wage Law Proposal

ALBANY, N. Y., June 4.—Representatives of theatres opposed the proposed state minimum wage law fixing a 75-cent-an-hour floor on wages, at a hearing held here in the State Office Building.

Arthur Krolick, United Paramount Theatre general manager in Buffalo, argued that one board would not be sufficiently conversant with all businesses to administer fixed salary standards.

Senate Favors FCC Licensing Fees

WASHINGTON, June 4.—The Senate has voted to direct the Federal Communications Commission to make recommendations for fees and service charges to television and broadcasting licensees.

The Senate Appropriations Committee had included such a provision in a pending appropriation bill, and the measure was passed late last night by the Senate, without change. The bill now goes to a conference with the House version, which did not include any such provision.

Personal Mention

JOHN G. McCARTHY, Motion Picture Association of America international division chief, will arrive here Tuesday from France aboard the *S.S. Liberte.*

•

JACK L. WARNER, Warner Brothers vice-president, now in New York from the Coast, is scheduled to leave here by plane for Europe tomorrow.

•

ARY LIMA, Atlantic division manager for Warner Brothers; ARMANDO TRUCIOS, manager of the Pacific division, and PETER COLLI, manager of the Caribbean division, will arrive here over the weekend from Rio de Janeiro, Mexico City and Havana, respectively.

•

IRWIN ULLMAN, manager of Fabian's Mohawk Drive-in in Albany, and son of SAUL J. ULLMAN, Upstate division manager for Fabian theatres, was married to JOAN MADISON Sunday at the Ten Eyck Hotel in Albany.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, returned to Washington last night from Hartford and will be in New York tomorrow.

•

RAYMOND LEVY, vice-president of Quigley Publishing Company, will leave here for Hollywood by plane today. He will return to New York in about two weeks.

•

MIKE SIMONS, M-G-M home office assistant to H. M. RICHEY, on Wednesday will speak before the Theatre Owners of Georgia at the Variety Club in Atlanta.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, is in Toronto, and will return here tomorrow.

•

HARRIET PARSONS, RKO Radio producer, who has been in the East for the past two weeks, returned to Hollywood last night.

•

UDA B. ROSS, Westrex Corp. regional manager for Latin America, has left here on a tour of that area. He will return in August.

•

WILLIAM T. VALOS, buyer and booker for the George and Alexander Valos circuit in Illinois, is in Hollywood on his honeymoon.

•

EDWARD MULLEN of the United Artists exchange here is at home convalescing from an illness.

•

LOUIS M. ALLAIRE, film importer, was married to ZORIA LEPKA, French film producer, here last weekend.

•

DR. HENRY BROWN, Atlas Televivision Corp. president, and his wife have returned here from Europe.

'No Room' to the Palace

Universal-International's "No Room for the Groom" has been booked into the RKO Palace here starting June 13.

Box-Office Business in Detroit Area Picking Up

DETROIT, June 4.—Business is picking up somewhat for Detroit-area theatres after a slump during most of the spring season which resulted in the closing of a number of theatres.

Those who have survived the difficult time are less inclined than ever to blame the competition of television and abnormally warm weather for the box-office decline.

"You have just got to be showmen to stay in business," one veteran exhibitor declared. "We had no worse trouble than most other retail businesses but we have had a lot of casualties.

"I think it may turn out in the end to be a good thing," he added. "There were entirely to many amateurs in the field around here, people who had bought up inexpensive theatre property and then sat back to count the receipts."

United Detroit Theaters, a circuit that keeps plugging and promoting in lean times as well as fat, has turned the Palms into the first all-night first-run house in the city.

There was not much response at first but Alice Gorham, UDT's publicity head, kept beating the drums and now the new policy has caught on and the Palms is beginning to click.

When Saul Korman took over the Broadway-Capitol from UDT more than a year ago he got off to a slow start. But show-wise Korman poured out the advertising budget, put on stage shows and drummed up trade that has the house humming now.

Albert Dezel, whose Dezel Productions operates the Studio, Coronet and Center art houses, is doing good business with the aid of newspaper, radio and word-of-mouth advertising.

Drive-ins are doing well in the entire Detroit area. They are making an all-out effort to sell their wares and don't stop with getting people into their theatres but give them the best of service and enertainment so they would be sure to come back.

Zanuck Due Back Here on Tuesday

Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, is scheduled to return here from Europe on Tuesday, following completion of a five-week business trip to the Continent.

While in London, he set preliminary production plans for the Daphne DuMaurier novel, "My Cousin Rachel." In Paris, Zanuck concluded negotiations with producer Frank Ross for filming Lloyd C. Douglas's "The Robe."

Broder Sets Bonuses For Schlaifer Drive

Franchise holders, bookers and salesmen will receive bonuses in the Jack Broder Productions-Jack Schlaifer sales drive which will conclude with the week ending September 6.

The drive will be conducted for Jack Broder pictures as well as those distributed through Free Lance Artists. It is a tribute to Jack Schlaifer's 40th anniversary in the industry.

Cleveland Variety Honors Nat Wolf

CLEVELAND, June 4.—Max Wolf, whose resignation as Warner Ohio zone manager became effective June 1, was honored by 150 industry members and others at a testimonial dinner held here in the Hollenden Hotel, sponsored by the local Variety Club. Lester Zucker, Universal-International branch manager, was toastmaster. Speakers included Judge Samuel Silbert, Judge Arthur Day and Warner officials. Among the out-of-town guests were Harry Kalmine, W. Stuart McDonald and Louis Kufman of New York; Moe Silver, Saul Bragin, Marvin Samuelson, Robert Knepton and Jack Kahn of Pittsburgh, and Phil and Mike Chakeres of Springfield.

Mr. and Mrs. Wolf will leave Sunday for Dallas to attend the meeting of the Council of Motion Picture Organizations, after which they will return to Cleveland.

Events Mark 'Jeanie' Pittsburgh Opening

PITTSBURGH, June 4.—The world premiere of "I Dream of Jeanie" was held here tonight as a featured part of Pittsburgh's Welcome Week.

Prior to the showing of the film thousands gathered on the banks of the Allegheny River adjacent to the Fulton Theatre for a minstrel show which featured the sons of Pittsburgh's Stephen Foster. A mammoth parade followed the conclusion of the minstrel show.

On the stage of the theatre were the stars of the film, Ray Middleton, Muriel Lawrence, Eileen Christy and Bill Shirley, who sang many of the songs from the picture. Representing Republic Pictures was J. R. Grainger, vice-president in charge of sales; vice-president William Saal, and Mickey Gross, director of publicity.

At the conclusion of the picture Middleton, Miss Christy, Miss Lawrence and Shirley left to make personal appearances at Louisville and Nashville in connection with the film.

Ober with New York Attorney General

Ralph Ober, veteran industry publicist and newspaperman, has been named executive assistant to Nathaniel Goldstein, Attorney General of New York State, with offices in the State Building here.

Ober was with Associated Press and the New York *Times* before entering the film industry. He held various promotion, publicity and press book posts with Universal, the J. Arthur Rank organization and United Artists.

Warner Plans 95 Shorts

Following a series of Coast conferences between Jack L. Warner, Warner Brothers vice-president in charge of production; Norman Moray, short subjects sales manager, and Gordon Hollingshead and Edward Selzer, short subjects production executives, the company has embarked upon the most extensive short subjects production program in its history, with more than 95 one- and two-reelers scheduled for 1952-53. The release schedule for the period will be the same as this year, however, 85.

On the production slate are eight two-reel color in Technicolor specials, 10 one-reel Technicolor "Sports Parades," seven one-reel novelties, six two-reel "Classics of the Screen," six one-reel "Melody Masters," and six one-reel "Joe McDoakes" comedies.

In the Warner cartoon field there are 30 films scheduled, eight of "Bugs Bunny," four "Tweetie and Sylvester," four "Foghorn Leghorns," and a variety of "Pepe LePew," "Porky Pig" and "Daffy Duck" cartoons. Also, several new cartoon characters will be introduced later in the year.

In addition, there are 13 shorts, nine of them in Technicolor, in the Warner cutting rooms. A number of topical and patriotic shorts are also penciled in for production.

Cal-West Theatres On Coast Dissolve

HOLLYWOOD, June 4.—Cal-West Theatres, Inc., a central-management setup formed by six independent exhibitors last March to handle certain aspects of the operation of an aggregate 44 theatres, has announced its dissolution. Changing conditions in local area operations was given as the principal reason.

Arbitration Meet Set

The Rules Committee of the Industry Arbitration Conference will meet at the Theatre Owners of America headquarters here tomorrow to continue with its drafting of the legal record of arbitration principles already agreed upon by exhibition and distribution. Herman M. Levy, committee chairman, of New Haven, will preside at the meeting.

U, UA Hearing June 10

A hearing will be held June 10 in New York Statutory Court on the motions of Universal and United Artist to dismiss the Department of Justice suit seeking an amendment to the "Little Three" decree. The suit would also bar alleged interlocking directorships and force UA to sell assets acquired from Eagle Lion Classics.

Award to Anne Bauchens

HOLLYWOOD, June 4.—The first quarterly award ever made by the American Cinema Editors Guild was voted Anne Bauchens, for her work on "The Greatest Show on Earth," award committee chairman William Hornbeck has announced.

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40 TOA Convention Booths Assigned

Forty of the 145 booths which the Theatre Owners of America will set up in conjunction with its 1952 convention and trade show already have been acquired by firms in the concession, beverage, theatre equipment and service fields, TOA headquarters reported here. The convention and trade show are scheduled for Sept. 14-18 at the Shoreham Hotel in Washington.

TOA officials anticipate that the 105 available booths probably will be sold out within the next six weeks. Efforts are being made to increase the number of booths if the demand makes it necessary, it was said.

A convention co-ordinating meeting will be held in Washington today in the office of A. Julian Brylawski, convention chairman. Representing the New York office of TOA will be Dick Pitts, acting executive director, and Howard L. Bryant, service coordinator. Chick Lewis, assistant general chairman of the 1951 convention, will participate at the conference in an advisory capacity.

Italian Film Rise Cited by Monaco

"The Italian film industry in the seven years following the conclusion of World War II has risen from fourth to first place in Europe and is second in the world market only to the United States, it was reported by Dr. Eitel Monaco, president of Italian Films Export and the National Association of Cinematography Industry, in Rome," according to a statement released here by Italian Films Export of the U. S.

"Dr. Monaco stated that the importation of films from abroad by Italy decreased from 790 in 1947 to 342 in 1951, while exportation of Italian films increased from 121 to 16 countries in 1946 to 948 to 62 countries in 1951," said the IFE statement.

Canadian Showmen Set Pioneer Award

TORONTO, June 4.—The award of "Pioneer of the Year" was created at the 11th annual convention of the Canadian Picture Pioneers, held in the King Edward Hotel here. Arrangements for bestowing the award were referred to incoming executives. The basis will be the greatest contribution of the year to the Canadian film industry and to the country as a whole.

The new board includes seven directors who had previously served in office, these being O. R. Hanson, A. J. Laurie, Charlie Dentelbeck, Miss Ray Lewis, W. J. Kennedy, C. J. Appel and Harold Pfaff. Newly-elected were: Nat Taylor, Harrison Patte, Curly Posen and Don Gauld.

Top Releases

(*Continued from page* 1)

"Don't you believe," he asked the managers, "it would be a most advantageous thing for the industry, as a whole, to really come out wih our best product during these months?"

The national Allied president indicated that he had discussed the summer product question with other exhibitors "and they believe much is to be gained."

Hits Premium Ad Rates

(*Continued from page* 1)

atre is an important link between general business prosperity and the prosperity of newspapers themselves. At that time the Gannett paper, which Murphy publishes, placed film advertising on its general commercial rate basis. Later, similar action was taken by papers in Binghamton, Rochester and Houston.

"I want to report," Johnston said, "that wherever steps have been taken to remove the penalty rates from movie advertising, tangible benefits have accrued both to the newspapers and to the theatres." He added that he hoped other newspaper publishers and advertising managers throughout the country "will take a real close look at the results so far in these cities. It might be an eye-opener."

Doesn't See the Logic

Johnston asked: "By what economic logic is the motion picture theatre required to pay more to advertise its wares than other enterprises with local distribution?"

Johnston said he supposed "we have to trek back more than a couple of generations to come up with even a clue as to why movies have been saddled with this premium rate. We have to go back to the days when the motion picture was a novelty—when cities and towns relied on itinerant troupes for most of their entertainment.

"When the movie theatre first took root in the community," he continued, "the newspapers bracketed it with circuses, carnivals, road shows and other types of transient entertainment. That was the ad classification we got tagged with then and we've been stuck with it ever since.

"There is nothing ephemeral about the movies as a local business enterprise. Exhibitors have several billions of dollars invested in local enterprise. They pay local taxes. They contribute to community life, and they employ local people. It is estimated that an average af 67 cents of every dollar spent at the box-office stays in the community."

Johnston lauded the industry-publishers conferences which began last February in Hartford and spread to other cities. He hoped more such meetings would be held and that they would be as fruitful of understanding of common problems as those already held. He cited Advertising Research Foundation statistics to prove that film advertising has commanded impressive above-average readership.

The industry is grateful for the "generous treatment" given it in news columns, Johnston said. He had this to say about reviewers: "Our industry has learned to take the bitter with the sweet, and on balance the nation's critics have been fair and objective. They have done much to promote patronage for the better pictures."

"We haven't scratched the surface as yet, as far as contacting the vast potential audience of millions of persons over 35 who don't attend motion pictures today," Ronald Reagan, president of Screen Actors Guild, and also representing the Motion Picture Industry Council, pointed out to the symposium.

Hollywood, he added, should not be considered by the nation's press as merely a community of middle-aged juvenile delinquents. "We have a serious-minded community of hard-working creative artists," he added.

Tribute to Murphy

Oscar A. Doob, general theatre executive of Loew's, Inc., paid tribute to the farsightedness of Francis S. Murphy, editor and publisher of the *Times*, in setting up the initial *Times* symposium in February. "The subject matter of that meeting—common ailments of the motion picture industry as related to the press—has since been duplicated in many key cities. It is a wonderful step in the right direction."

Ray McKinney of J. P. McKinney and Son, *Times* national advertising representatives, presented Johnston with a toy newsboy statuette, remarking that the toy was a "token of honor which, I believe, you call an Oscar."

He termed Johnston's presidency of the MPAA "a supreme contribution to the profession."

Murphy hosted newspaper publishers, managing editors and feature editors from key Connecticut and Western Massachusetts dailies, as well as home office film companies representatives in a day-long session.

Harold Rodner

(*Continued from page* 1)

Attractions as Philadelphia manager. He was with the Alco Film Exchange in 1915, and had other sales posts before he went into business for himself in 1922, organizing the Harold Rodner Film Exchange. He gave this up to go to Europe for Warner in 1928.

Rodner was well-known throughout the industry for his many activities in charitable organizations. For 16 years he was vice-president of the Will Rogers Memorial Fund. He was a trustee of the Jewish Child Care and up to the time of his death was working on a rehabilitation program for blinded war veterans. In 1947, he received the Beacon Award for humanitarian service. In 1943 he was given a degree of Doctor of Humane Letters from Rollins College. In his capacity as a member of the board of governors of the Warner Club, of which he was one of the founders, he was widely engaged in humanitarian work

Ohio Expositions

(*Continued from page* 1)

exhibition for the state fair following Ohio, and county fairs in both states also would be included in the plans.

Pfister and Robert Wile, executive secretary of ITO of Ohio, who are here to place the plans before production-distribution companies, met yesterday with Russell Holman of Paramount and Paul Lazarus, Jr., of Columbia. Both were described as feeling that the exhibition plans merited industry support and promised definite business benefits.

Martin Davis Feted

Martin Davis, Eastern publicity manager for Samuel Goldwyn Productions, was given a bachelor dinner at Toots Shor's last night by Lynn Farnol. Business associates and trade press representatives attended. Davis will be married on Saturday to Dolores Farhat in Judge Jonah Goldstein's chambers here.

20th Releases

(*Continued from page* 1)

Sun Shines, Nellie," Technicolor, starring Jean Peters, David Wayne, and Hugh Marlowe; "Diplomatic Courier," starring Tyrone Power, and Patricia Neal, and "We're Not Married," Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, and David Wayne.

August releases include: "Dream Boat," starring Clifton Webb and Ginger Rogers; "Don't Bother to Knock," Richard Widmark and Marilyn Monroe; "Les Miserables," Michael Rennie and Debra Paget, and "What Price Glory," Technicolor, starring James Cagney, Corinne Calvet and Dan Dailey.

Supplementing the new productions are four of the previously announced "Big Six" re-releases, three of which are in Technicolor.

June re-releases are: "Leave Her to Heaven," Technicolor, starring Gene Tierney and Cornel Wilde, and "The Rains Came," starring Tyrone Power and Myrna Loy.

July re-releases are "To the Shores of Tripoli," Technicolor, starring John Payne, Maureen O'Hara and Randolph Scott, and "The Black Swan," Technicolor, starring Tyrone Power and Maureen O'Hara.

Four Percentage Suits Are Settled

PITTSBURGH, June 4.—Upon the filing of a stipulation stating "the defendant having accounted to the plaintiff, and having paid in full to the plaintiff," four percentage actions brought by distributors against James A. Alexas, Alex Alexas and J. E. Williams have been concluded. The actions were by RKO, Pictures, 20th Century-Fox, Paramount and Loew's, and involved the Ligonier Theatre in Ligonier, Pa.

Reed, Smith, Shaw & McClay of Pittsburgh, represented the distributors, with Sargoy & Stein of New York of counsel.

Utah ITO Changes Its Name to '5 States'

SALT LAKE CITY, June 4.—The Independant Theatre Owners of Utah has changed its name to Five States Theatre Owners Association. Membership includes exhibitors from Utah, Southern Idaho, Montana, Western Wyoming and Eastern Nevada.

Montana, which has its own state exhibitor association, will join the new group for certain services.

Mulvey Sees

(*Continued from page* 1)

industry to the French film-makers. The State Department's action is known to have been motivated by established governmental policy.

SIMPP, Mulvey said, has not altered its opposition to the inclusion of subsidies in the pact which is being negotiated to replace the expiring one. Two of four French counter-proposals for an agreement stipulated subsidies.

The Motion Picture Export Association board will meet here tomorrow with Eric A. Johnston, MPAA president, for further discussion of the French proposals. Mulvey said SIMPP representatives will not attend the meeting, but will await word from the MPAA on any decisions which may be made.


DOR
WARNER BROS.
PRESENT
DORIS DAY
and
RONALD REAGAN
in... AND AS
"The Winning
ALSO STARRING FRANK LOVEJOY

DOES IT AGAIN!

It'll be a long time before the folks who saw "I'll See You In My Dreams" forget Doris Day as Grace Kahn. Now she's in a love story sure to leave even fonder memories.

Here's a sample of the preview raves: "Doris Day and Ronald Reagan make it live and breathe—you will sigh, cheer and cry over 'The Winning Team'!" STARR, L.A. HERALD EXPRESS "As winning a picture as the title indicates! Should mean boxoffice any season of the year!" M.P. HERALD

Team"



WITH
EVE MILLER · JAMES MILLICAN
RUSTY TAMBLYN · HUGH SANDERS · GORDON JONES
FRANK FERGUSON · WALTER BALDWIN · DOROTHY ADAMS
SCREEN PLAY BY
TED SHERDEMAN and SEELEG LESTER & MERWIN GERARD
PRODUCED BY BRYAN FOY · DIRECTED BY LEWIS SEILER

WORLD PREMIERE

SPRINGFIELD MISSOURI
JUNE 6

The flags will be flying for the picture chosen for the Reunion of Missouri's famed 35th Division (President Truman's World War I outfit)! Simultaneously in 3 Springfield theatres and 150 houses in the surrounding area! Watch the news coverage!

BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

Motion Picture Daily Feature Reviews

"I Dream of Jeanie"

(*Republic*)

THE MELODIC, POPULAR SONGS of Stephen Foster will have audiences humming in their seats while they see "I Dream of Jeanie." The musical, done in Trucolor, should do fairly well at the box-office.

Entertainment values are enhanced by Ray Middleton as the singing minstrel, Bill Shirley as America's famous composer, and Eileen Christy, who gives an excellent performance, as the girl Shirley finally loves.

Spotlighting the light-weight story are such old-time favorites as "Oh! Susanna," "My Old Kentucky Home" and "Old Folks at Home." Some of the numbers are featured in the format of a minstrel show, lending pace to the film.

The opening scene finds Shirley working as a clerk for a river steamship company in Cincinnati. His first song, "Oh! Susanna," has caught the fancy of the country, but has failed to win over his fiancee, Muriel Lawrence, who abhors anything but classical music. In financial straits because of his lack of business acumen, Shirley is in an impossible situation insofar as his love for Miss Lawrence goes. Shirley's brother, Richard Simmons, aided by minstrel man Ray Middleton, take over the business side successfully, while Miss Christy aptly fills the romantic void.

Others in the cast include Lynn Bari, Richard Simmons, Robert Neil, Andrew Tombes and guest star Rex Allen. The director was Allen Dwan, while Alan LeMay wrote the screenplay and Robert Armbruster did the musical adaptation.

Running time, 90 minutes. General audience classification. Release date, June 15. MANDEL HERBSTMAN

"Three for Bedroom C"

(*Brenco-Warner Brothers*)

A ROMANTIC COMEDY that takes place almost entirely on a transcontinental train serves as the vehicle for Gloria Swanson's first motion picture since her successful "Sunset Boulevard." On the picture's asset side is the natural interest engendered in Miss Swanson's return. Also, it is in Natural Color. The story, however, is a farce of routine proportions and transparent development.

Miss Swanson plays a popular screen star hurrying to California with her adopted eight-year-old daughter, Janine Perreau. Since there are no Pullman reservations available, she appropriates those belonging to James Warren, a chemistry professor, and then turns her charm on him to prevent eviction.

The story, written and directed by Milton H. Bren, strives doggedly to be funny but succeeds only fitfully. As one might surmise, a romance develops between the actress and the professor-author. Trouble ensues, however, when Miss Swanson's beleaguered manager arrives on the scene with the idea of getting her to star with a fast rising stage star, Steve Brodie. The two actors meet on the train for dinner, and as the professor misconstrues the situation, an estrangement results.

There is an ebb and flow of mix-ups and schemes until the train reaches its destination, whereupon Miss Swanson and Warren are happily reunited. Edward L. Alperson, Jr., was associate producer of this Brenco Production.

Running time, 74 minutes. General audience classification. Release date, June 21. M. HOROWITZ

May Picket 'Miracle'

WASHINGTON, June 4.—Delegates from 22 Holy Name Societies in Northern Virginia have adopted a resolution to resort to picketing, if necessary, if "The Miracle" is shown in Northern Virginia.

Chi.'s Palace in Change

CHICAGO, June 4.—Taking a page out of Radio City Music Hall's book, Eitel's Palace Theatre is putting some sections of the mezzanine on a reserved-seat basis for matinees (between 11:30 A.M. and 4 P.M.) and evening (between 7 and 9).

Chi. Collections Off

CHICAGO, June 4.—Coming on the heels of the closing of the Essaness Embassy Theatre, the closing of the Bugg and curtailment of the Schoenstadt Halfield's schedule for weekends only highlight the depressed state of exhibition here. City amusement tax collections for May (on April receipts) from theatres fell to a new low, $72,264, against $90,602 for the corresponding period last year. Total collections for the first five months this year are $426,855, roughly 10 per cent under the $465,186 collected in the same period of 1951.

The Warner Club expresses deep sorrow at the passing of its beloved and esteemed member

HAROLD RODNER

"She's Working Her Way Through College"

(*Warner Brothers*)

CAMPUS LIFE is given a melodic lift in "She's Working Her Way Through College." The film is a lavish musical comedy that abounds in songs, dances and lighthearted complications. The production conforms pretty much to formula but it has just about everything, including color by Technicolor, to please the large movie-going public. Most any showman can play this with assurance of good box-office returns.

The cast is an impressive one. Virginia Mayo plays an attractive young lady who works in a burlesque show in order to earn enough money to go to college, while Ronald Reagan plays Miss Mayo's former high school teacher who now is a college professor teaching playwriting. As one might surmise, Miss Mayo eventually winds up in Reagan's class. When she and Reagan decide to put on a school musical in order to steal some of the enthusiasm away from football a multitude of complications ensue. For one thing, Reagan becomes jealous when his wife, Phyllis Thaxter, becomes the object of attention of football coach Don DeFore. And since Miss Mayo becomes somewhat attracted to the able-dancer Gene Nelson, the latter's girl friend, Patrice Wymore, also develops a touch of jealousy.

Between these cross currents of emotion and confusion there spring up over a dozen songs, some of them are "Baby Face," "As Time Goes By," "With Plenty of Money and You," and "Love Is Still for Free."

A merry swirl goes on, culminating in the threatened ouster of Miss Mayo from the college by the chairman of the board who learns about her burlesque days. In a breezy ending Miss Mayo uncovers the fact that the high and mighty board chairman had sown a few wild oats in his day, all of which leads to a happy conclusion.

Peter Milne provided the screenplay. Bruce Humberstone directed and William Jacobs produced.

Running time, 101 minutes. General audience classification. July 12 release. MANDEL HERBSTMAN

"The Brigand"

(*Columbia*)

COLUMBIA'S "The Brigand" sets out to conjure up a mood of relaxing escape and make-believe and succeeds. Based on an Alexander Dumas story, this Morocco-set film in color by Technicolor has such items as clashing swords on desert sands, beautiful women in abundance, treachery, intrigue and heroism. Exhibitors can be assured that it was done in strict accordance with formula.

Anthony Dexter plays two roles, that of a dashing officer in the army of the Sultan and that of an easy-living king. It seems that all is not peace and harmony in the kingdom, especially since the villainous Anthony Quinn is determined to seize the throne. When the king is seriously wounded in an assassination attempt, Dexter, the guard officer, who is the very image of the king, is called upon to impersonate him. The masquerade has its shortcomings and its benefits. Among the former are the dangerous sallies with Quinn and his henchmen, and among the latter are the attentions of Jody Lawrance, a princess.

The screenplay, by Jesse Lasky, Jr., provides all sorts of close calls and feats of derring-do. By the time the story runs its course the king becomes a victim of Quinn's sword, while the latter feels the blade of soldier Dexter's retributive sword. Since none but one or two friendly statesmen know that the surviving Dexter is not the real king, he happily assumes the throne and takes Miss Lawrance along as his bride. Phil Karlson directed.

Running time, 94 minutes. General audience classification. For July release. M. HERBSTMAN

"Montana Territory"

(*Columbia*)

SUFFICIENT GUN-PLAY, fisticuffs and riding are included in this Western to please the action fans. More sophisticated audiences may find it wanting, however.

Under the leadership of Preston Foster, who poses as a sheriff, a gang of ruthless killers prey upon the Montana territory, robbing miners of their pay dirt and stage coaches of their valuable freight. Lon McCallister, a young man entering the territory to seek his fortune, witnesses one of the nefarious deeds of Foster's men.

Not knowing of Foster's true identity, McCallister offers his services as a deputy. Foster, in order to get rid of McCallister, assigns him to the task of protecting a stagecoach, which Foster already has plotted to rob. Instead of the journey being McCallister's undoing, the young deputy is tipped off on the scene and comes through with flying colors. The plot weaves through many situations before Foster is finally unmasked. The love interest is supplied by Wanda Hendrix.

Some of the weakness in the film is attributable to unconvincing dialogue about the pros and cons of vigilantes and philosophizing on good and evil.

Others in the cast include Hugh Sanders, Jack Flam, Clayton Moore and Robert Griffin. Colbert Clark produced, while Ray Nazarro directed, from a screenplay by Barry Shipman. Color is in Technicolor.

Running time, 64 minutes. General audience classification. June release. M. HOROWITZ

Francis Kendall, 51

HOLLYWOOD, June 4.—Funeral services will be held Friday at Pierce Brothers Funeral Home, Beverly Hills, for Francis Read Kendall, 51, 20th-Fox publicist who died Tuesday.

WCTU Spokesman Hits Films, Video

WASHINGTON, June 4.—The motion picture industry today was attacked by a representative of the Woman's Christian Temperance Union, during testimony before the House Commerce sub-committee investigating radio and television programs.

Today's hearings were devoted to spokesmen for four temperance organizations, all of whom urged the sub-committee to concern itself with liquor advertising and liquor incidents on radio and TV programs. But one witness, Elizabeth A. Smart of the WCTU, prefaced her remarks on radio and television with a broadside against films.

For many years, she told the lawmakers, women's organizations protested to Congress as to the effect films were having on children and immature adults, but Congress ignored these protests. "Finally," she said, "the policy of letting Hollywood alone blossomed into a whole rash of subversives actually financing the enemies of the U. S. in their effort to destroy us from within by violence."

The WCTU spokesman admitted, however, that it was easier for parents to keep children from theatres than from radio and television programs, and so radio and TV might be even more of a problem. Then she launched into her attacks on radio and TV.

Members of the sub-committee, in their questioning, ignored the remarks about films and concentrated on the radio-TV aspects.

Sinatra, Burke Win Reade Competition

Winners of the "Manager of the Month" February, March and April competition sponsored by Walter Reade Theatres, follow:

First place in February, Frank Sinatra, manager of the Strand, Perth Amboy, with Helen Colocousis of the Asbury Park St. James Theatre and John Balmer of the Plainfield Strand tied for second. Regular awards were not given in March, but a special prize was presented to A. J. Benya of the Savoy, Asbury Park..

In March Harry Burke of the Community, Saratoga, won first place. Four managers tied for second; Balmer and Miss Colocousis again wining a second place prize, and Ralph Lanterman of the Morristown Community and Fred Bartholdi, city manager of Long Branch theatres, joining them.

Reelect Mrs. Lawrence

CLEVELAND, June 4.—Mrs. Marjorie Lawrence was reelected to a second term as president of the Cleveland Cinema Club, organized 35 years ago to study and evaluate motion pictures. Others elected are: First vice-president, Mrs. A. C. Gilchrist; second vice-president, Mrs. Fred G. Jackson; corresponding secretary, Mrs. C. W. Scott; recording secretary, Mrs. E. P. Swisher; treasurer, Mrs. John Heist. Officers will be installed June 11.

New Autry TV Series

Negotiations are underway with an advertising agency for the sponsorship of a new Gene Autry TV series, titled "Annie Oakley." A pilot film was screened for the press here yesterday. Plans call for the production of 13 films for the series, which stars Gail Davis.

Television--Radio

Comment and Opinion

THIS is traditionally an active season for radio and TV, with many of the old shows bowing out and new ones taking their place. Focal point of interest this summer, of course, will be the conventions in Chicago for which all networks have made arrangements for unprecedented coverage.

There is such a thing as overdoing political programming and some panel shows in particular have shifted their emphasis very heavily to personalities with the hat in the ring. The television audience is inundated with political commentary and this may well have the effect of killing some of the interest in the big climax.

TV no longer merely covers the political scene. It has become a sounding board for men who hold conflicting views. It has been turned into a campaign medium, and while it undoubtedly fulfills very satisfactorily the function of reaching a vast number of people, its entertainment needs are too often overlooked.

☆ ☆ ☆

If TV viewers enjoy the daily hit parade every week-day evening around supper time over CBS-TV, they must thank Chesterfield and a gentleman named Perry Como who has one of the smoothest and most pleasant programs on the air today. It is the kind of tuneful, well-staged production which satisfies ear and eye and proves that a good voice and a little imagination in staging can go a long way on TV. Lee Cooley is the producer and Ib Melchior the director.

☆ ☆ ☆

Chris J. Witting, dynamic director and general manager of the DuMont Television Network, is a veteran in the still-young medium of television to which he brings a broad experience in industrial management and business affairs. Under his leadership the network grew and prospered until today it embraces 62 affiliates from Boston to Los Angeles. Ever-active in the creation of new shows for DuMont, Witting has also made significant contributions to the medium as such. He took part in setting up the National Association of Radio-Television Broadcasters and early this year was made a member of its board of directors. He is also on the board of the Advertising Council and is a director of the American Television Society. Witting, who joined DuMont in 1947 to organize the telecasting division of the Allen B. DuMont organization, gained an intimate knowledge of the entertainment field as an executive for Price, Waterhouse. During the war he set up the business organization that administered USO Camp Shows.



Chris J. Witting

☆ ☆ ☆

One of the most interesting and refreshingly different shows on DuMont is "They Stand Accused" which originates in Chicago and simulates courtroom cases with the assistance of real lawyers in their accustomed legal parts. Actors are used to portray the principals and performances are invariably convincing. Because of its realistic atmosphere and the accent on courtroom procedure, the show very often offers gripping drama with a real-life quality. Jay Faraghan is the producer and Sheldon Cooper directs with a fine sense for timing and motion.

☆ ☆ ☆

The new "Lux Hour of Romance and Mystery" premiered over CBS-Radio Monday night. It consists of two half-hour shows, "Romance" and "Broadway's My Beat." The first is nothing very new to CBS listeners and time hasn't improved it any. The script was hackneyed and didn't ring true, which may have accounted for some rather stilted performances. Ben Wright and Georgia Ellis co-starred. "Broadway's My Beat" was a slight improvement.

☆ ☆ ☆

NBC has a very good film series in "Foreign Intrigue." Last week's show had a timely touch and came across with a great deal of dramatic impact. . . . Margaret Truman impressed in her guest-stint with James Melton. . . . Lucky Strike going in for a lot of comparative advertising which deprecates other brands. It's time that particular commercial was changed. . . . Jack Benny in rare form on his last TV show on CBS Sunday. He's now en route to London. . . . Barry Gray, latest WABD news commentator, a very self-opinionated young man with a good TV personality. Gray, also a regular panel member on "Songs for Sale" over CBS-TV, sounds off on an amazing variety of topics without apparent hesitancy.

—FRED HIFT

Urges Industry to Advertise on TV

SAN FRANCISCO, June 4.—Bidding the industry to "take stock of what we are doing, how we are doing it, and what we should be doing," Hannah K. Oppie, executive secretary of Western Theatre Owners, has suggested that the industry learn from the recent resurgence of wrestling.

Citing the popularity of wrestling matches today as against five years ago, and attributing it to heavy promotional work and the use of television, she urged theatremen to follow the example of the wrestling promoters if they would give a boost to their box-offices.

"TV does reach millions of Americans who are not regular patrons of films," she said. "What better place to tell those possible customers about our coming attractions?"

In line with her proposal for more exploitation, she makes the point that "distributors should make it possible for exhibitors to spend an extra few dollars on exploitation without fear of being penalized with even greater film rentals."

2 Features Started, 6 Are Completed

HOLLYWOOD, June 4. — Production dropped off four points this week for a total of 30 pictures in work. Two new pictures were started and six completed.

Started were: "The Glass Wall" (Shane-Tors-United Artists); "Tropical Heat Wave," Republic. Completed were: "Blue Canadian Rockies" (Autry) Columbia; "Time Bomb," Metro-Goldwyn-Mayer; "Flat Top," Monogram; "Bloodhounds of Broadway" and "Pony Soldier," 20th Century-Fox; "Magic Lady," Universal-International.

Robinson Bout

(*Continued from page* 1)

disclose the total number of theatres until ticket sales for the event get underway. Forty or 50 theatres are anticipated to participate by TNT, however, forming the largest theatre TV network in the history of the medium.

Other theatres which have disclosed plans to participate include: Balaban and Katz's Marbro, Tivoli and Uptown, Chicago; Loew's Penn, Pittsburgh; Loew's State, Boston; the Paramount and Crown at Hammond, Ind.; Shea's Fulton, Pittsburgh; the Pilgrim in Boston; Paramount, St. Paul, and the Palms Theatre in Detroit.

Averaged $110 Weekly

HOLLYWOOD, June 4.—Studio crafts workers' earnings averaged $110.40 weekly during April, according to the monthly report of the California Department of Industrial Relations. The figure compares with $113.40 during March and $104.66 during April of a year ago.

Charlotte House Closed

CHARLOTTE, June 4.—The Broadway Theatre here, one of the oldest in the state, has closed its doors, joining the Charlotte and Astor theatres. The house was built in 1923.

TOP BUSINESS

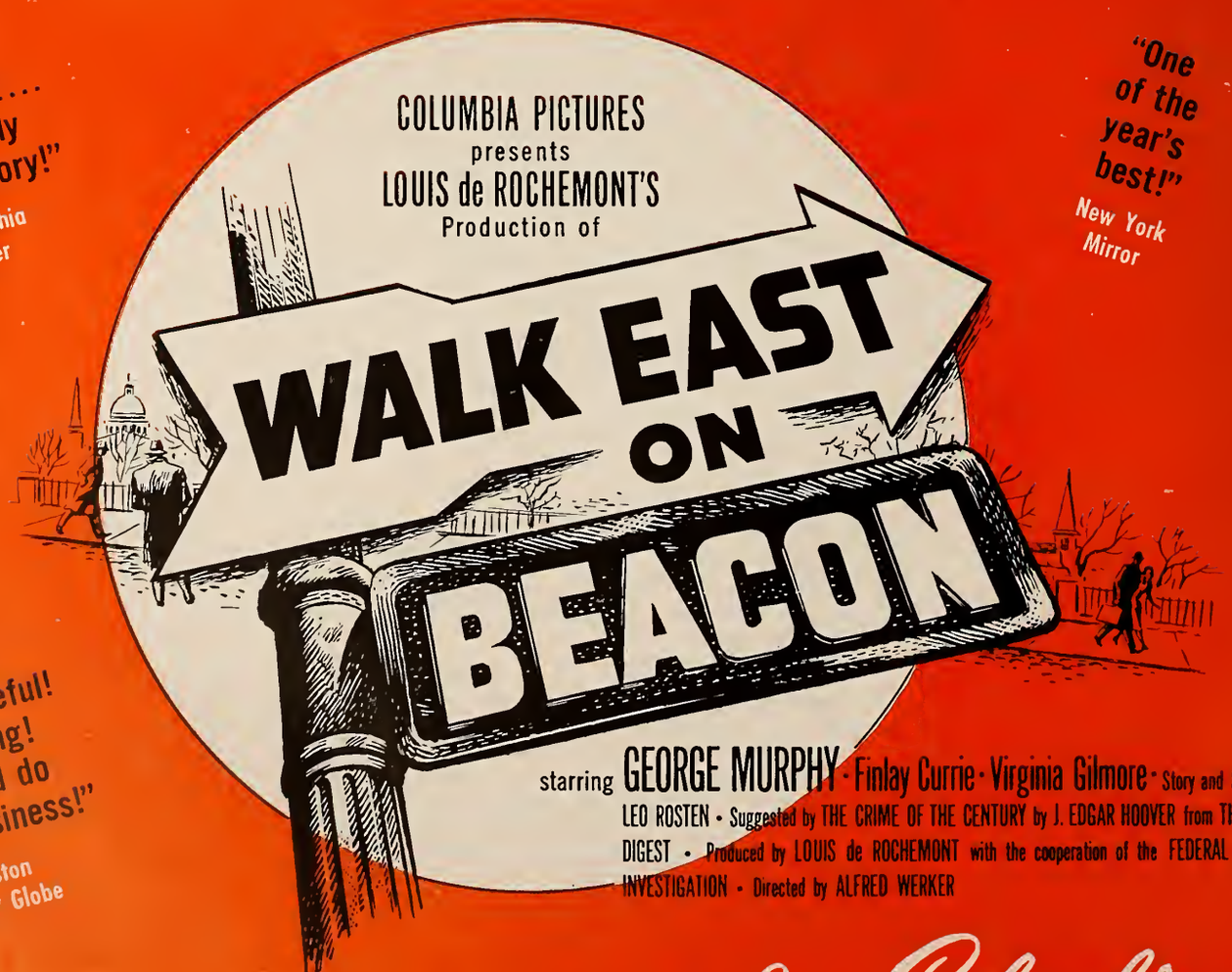
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Robinson Bout Draws Largest Theatre Net

23 Houses Already Plan To Carry June 23 Event

Another milestone for theatre television was reached yesterday with the disclosure that the largest theatre TV net for any event is already assured for the Robinson-Maxim exclusive telecast June 23 from New York's Yankee Stadium.

Seven Warner theatres plan to carry the telecast, it was learned, bringing the total number of houses already lined-up by Theatre Network Television to 23.

The largest previous theatre television net was on Sept. 26, 1951 when 16 theatres carried the Saddler-Pep fight. In the same month, 14 TV-equipped houses were lined up by TNT for the sell-out Robinson-Turpin bout.

The seven WB theatres which plan

(*Continued on page 6*)

Arbitration Rules Unit Draft All Set

Today's scheduled meeting of the Rules Committee of the Industry Arbitration Conference at the Theatre Owners of America headquarters here is expected to be the final one, it was indicated yesterday.

The committee was reported to have completed its draft of the legal record of arbitration principles agreed upon at the initial industry conference last April.

The members reportedly will decide today whether the draft will be made

(*Continued on page 6*)

Goetz Is Honored At Daff Luncheon

William Goetz, in charge of production for Universal-International, was the honor guest at a luncheon at the Laurent Restaurant here yesterday, given by Alfred E. Daff, vice-president and director of world sales.

Among those who attended the luncheon were Charles J. Feldman, Americo Aboaf, William A. Scully, John J. O'Connor, Leon Goldberg, Adolph Schimel, James Franey, Ray E. Moon, Ben Cohn, F. J. A. McCarthy, P. T. Dana, Foster M. Blake, James J. Jordan, Irving Sochin, F. T.

(*Continued on page 6*)

Probe of TV, Radio Is Off Indefinitely

Washington, June 5.—After holding hearings only two-and-a-half days, the House Commerce sub-committee investigating radio and television program content has recessed its hearings indefinitely. Today the committee listened to three more witnesses attack current programming. The three were ABC commentator Paul Harvey, Lloyd Halvorson of the National Grange and Methodist Bishop Wilbur.

MPAA Compo Post May Be Filled Today

Motion Picture Association of America directors are expected to select today from among their membership an Association representative to serve on the three-man governing committee which will run the Council of Motion Picture Organizations until an election of officers can be held.

Selection of the representative is the principal business on the agenda of what is due to be a brief MPAA board meeting which will be followed by a scheduled meeting of the Motion Pic-

(*Continued on page 6*)

DuMont Silent on ABC-UPT Merger

WASHINGTON, June 5.—The reappearance of Dr. Allen B. DuMont on the FCC-Paramount hearing stand today fizzled down to zero when the DuMont company head refused to give his opinion of the proposed merger between American Broadcasting and United Paramount Theatres.

He was recalled to the Federal Communications Commission hearing by UPT attorney Duke Patrick for the specific purpose of finding out

(*Continued on page 6*)

Brylawski Holds TOA Meet on Convention

WASHINGTON, June 5.—A. Julian Brylawski, chairman of the committee for the September convention and trade show of the Theatre Owners of America, met here today with members of his committee and staff members of the national TOA office in New York to work on convention plans.

After an all-day session, Brylawski said the meeting had "parceled out

(*Continued on page 6*)

Johnston, Mulvey Confer on French Pact at Capital

WASHINGTON, June 5.—The Motion Picture Association of America and the Society of Independent Motion Picture Producers still are trying to work out a compromise acceptable to both on the French film pact counter-proposals, but as yet "nothing has jelled," an MPAA spokesman reported here today.

Eric A. Johnston, MPAA president, and James A. Mulvey, representing the SIMPP, discussed the French proposals at luncheon today. The former will be in New York tomorrow for a Motion Picture Export Association board meeting at which the proposals will be considered.

Meanwhile, it was learned that M. Fourre-Cormeray, head of the French government's Centre National de la

(*Continued on page 6*)

Playhouses Stock Bid Draws Queries

A number of inquiries have been received by RKO Theatres in response to its public bid to sell the company's holdings in Metropolitan Playhouses, Inc., it was learned here yesterday.

Answers by RKO Theatres to the inquiries are in the process of being made, it was further disclosed by a company official. He said that "any reasonable offer" would be considered by the company, which must divest itself of 56,488 shares of Class A stock of Metropolitan Playhouses, according to the terms of its consent decree.

RKO Theatres is of the opinion, according to a spokesman, that the over-counter quotation of $17 or more for Class B stock of Metropolitan Playhouses substantially represents the valuation of Class A stock also.

Lebovitz Heads New Tennessee Circuit

CHATTANOOGA, June 5.—The merger of Grand Amusement Co. and Independent Theatres into Independent Theatres, Inc., was disclosed here. Mose Lebovitz has been elected president of the new company and Abe Solomon chairman of the board.

Theatres involved in the merger are the Brainerd, Park, Riveria, Capitol, American and Rialto, formerly of Independent, and the Liberty, Grand, Harlem and Amusu of Grand Amusement.

Other officers of the new organization are: I. J. Shadow, vice-president; Jay Solomon, treasurer and general manager, and Robert Lebovitz, secretary.

$3,750,000 Net for W. B. In Six Months

Slight Drop from '51; Gross Earnings Higher

Net profit of $3,750,000, after provision of $3,900,000 for Federal income taxes and after a provision of $200,000 for contingent liabilities, for the six months ended last March 1, was reported here yesterday by Warner Brothers Pictures and subsidiary companies.

The six months net is only $77,000 less than the $3,827,000 net reported for the same period a year ago.

Last year's profit was realized after making provision for $4,200,000 for Federal taxes and $400,000 for contingent liabilities.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the six months ending March 1, amounted to $57,528,-

(*Continued on page 6*)

Paramount Board Reelects Officers

Barney Balaban was reelected president of Paramount Pictures at yesterday's meeting of the board of directors, which also reelected all other officers.

The roster of officers includes: Adolph Zukor, chairman of the board; Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Austin C. Keough and Paul Raibourne, vice-presidents; Fred Mohrhardt, treasurer; Keough, secretary, and Russell Holman, Jacob H. Karp, Arthur Israel and Louis A. Novins, assistant secretaries.

Agree to Continue Media Program

WASHINGTON, June 5.—House-Senate conferees on the foreign aid bill have agreed to continue the information media guaranty program.

The program is now slated to expire on June 30. The conference bill is certain to become law, and hence continuation of the program is assured. It would be carried on by whatever agency the President designates. Officials have said the President favors switching the program from the Mutual Security Agency to the State Department.

Personal Mention

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, will leave here this afternoon for Dallas.

•

J. J. FITZGIBBONS, president of Famous Players Canadian Corp., announces the birth of his first granddaughter to the wife of his son, ARTHUR FITZGIBBONS of Winnipeg.

•

FRED SCHANBERGER, co-owner of Keith's, Baltimore, became a grandfather for a second time with the birth of a girl to his daughter, MRS. MICHAEL FLYNN of Washington.

•

MICHAEL EDELSTEIN, RKO Theatres New York division manager, will leave here today with his family for a three-week vacation at Atlantic City.

•

A. L. PRATCHETT, Paramount Latin American division manager, who had been visiting Hollywood, returned to Mexico City yesterday.

•

JOAN BENSON, secretary to TED HARRIS, managing director of the State Theatre, Hartford, is recuperating from surgery.

•

JOYCE O'HARA, Motion Picture Association of America vice-president, will accompany ERIC A. JOHNSTON, president, to New York today from Washington.

•

W. H. YOUNGBLOOD, vice-president of the Sevier Theatre Corp., Johnson City, Tenn., has returned to that city from Florida.

•

RON ROSSON, Paramount International's manager for Indonesia, has arrived in Hollywood en route to New York.

•

BARRY GOLDMAN, chief barker of the Baltimore Variety Club, has resigned as a Monogram salesman.

•

LAWRENCE WEINGARTEN, M-G-M studio executive, will arrive here from the Coast July 1.

•

MILTON RACKMIL, Decca Records president, is due here from the Coast on Thursday.

•

LOU ADLER, United Artists auditor, is in San Francisco from New York.

'U' Foreign Men To Meet the Press

Universal International on Monday will hold a trade press luncheon interview for Herc McIntyre, managing director in Australia; Ben Cohen, assistant foreign sales manager who has just returned from a month's trip through South America; Bert Tonks, Eastern Asia and Far East supervisor, and Saul Jacobs, manager in Panama. They have arrived in New York during the past few days and, accordingly to Universal, "have excellent first-hand reports on conditions in their respective territories."

French Lawmaker Says 'Reds' Hit Co-Production

By HENRY KAHN

PARIS, June 2 (By Airmail).—The claim that Communist-dominated trade unions are sabotaging Franco-U. S. co-production is made in a National Assembly sub-committee report on the status of the French film industry. The report was drawn up by J. P. Lanet.

Lanet mentions an important chapter in the 1948 film agreement which has never been carried out. It states that receipts from U. S. films shown in France should be used for the production of Franco-American films. Lanet says the funds were blocked and then transferred to the U. S. and this has resulted in a serious loss for France. He called the practice "extremely dangerous."

The shape of things to come, as far as Franco-U. S. relations are concerned, may be recognized in the report and also in a bill which is to be placed before the National Assembly after the current recess.

This bill provides for a new Aid Law which requires that aid will only be given to producers when the majority of the capital is French and when the chief organizers concerned are French. This suggests that films, partly made with American capital but organized by French producers, will be eligible for aid.

The distinction is important. In 1951, only one Franco-U. S. film was made. This film was photographed in two versions, French and English, but the French producers were refused aid on the ground that it was not an all-French production. It now appears that under the new bill such a film would come within the meaning of the law.

It is felt here that the French may only be prepared to meet some American claims on condition that more Franco-U. S. productions are arranged. This might open up the U. S. market for French films, particularly if an American star is used, authorities feel. There is also the possibility that legislation may be passed which will make it easier for foreign films to be produced in France. The fact that the unions were attacked in the report suggests that Parliament will be asked to consider the whole matter.

200-Theatre Opening For 'Lure' in South

A 200-theatre saturation opening will launch the "Lure of the Wilderness" throughout the South on July 17, Al Lichtman, 20th Century-Fox director of distribution, disclosed here yesterday.

Focal points of the premieres will center around Atlanta and the town of Waycross, Georgia, where the picture was filmed.

Zimbalist Plans 3 Films

Three independent productions are planned by Al Zimbalist who is here from the Coast to make preliminary arrangements. The films planned are "King Dinosaur," "Miss Atlantic Fleet," and "Stalin's Children."

Industry Firms Off In 1951 Quarter

WASHINGTON, June 5.—The number of firms in the film industry took its second post-war drop during the third quarter of 1951, the Commerce Department reports.

The film industry's business population increased steadily after the war until it hit a peak of 15,100 firms in the third quarter of 1950, Commerce figures have shown. In the fourth quarter of 1950, however, it took its first post-war drop, to 15,000 firms. The 15,000 level held during the first six months of 1951, but then, in the third quarter of last year, the number dropped another 100, to 14,900. Commerce said 200 new firms started during that quarter, but 300 went out of business.

The Commerce figures cover all branches of the industry. Commerce officials said the film industry figures were typical of the experience of the business community generally.

Queen Honors Five In U.K. Industry

LONDON, June 5.—The Queen's birthday Honor List included the following: Carol Reed, knighted; Michael Redgrave and Bruce Woolfe, specialized film producer, Commanders of the Order of the British Empire; Castleton Knight, chief of Gaumont British News, and Leslie Knopp, technical adviser to the Cinematograph Exhibitors Association, both Order of the British Empire.

More Chi. Houses Close

CHICAGO, June 5.—Developments here continue on a downward trend, with the Essaness Willard and Fadim & Kaplan's West End scheduled to close within the next few days; the independently operated Plaisance already shuttered; the downtown Oriental having closed today (giving all members of the staff two weeks' vacation pay); and the RKO Grand, also downtown, giving the unions two-week notice (indicating a possibility that the house may close any time after the end of the two-week period.)

Golding Due Monday

David Golding, national director of advertising and publicity for Samuel Goldwyn Productions, will leave Hollywood today and will arrive here Monday. He will work with the RKO Radio and the Goldwyn ad-publicity staffs on the "Hans Christian Andersen" campaign. Golding is expected to return to Hollywood in August when the picture will be sneak-previewed.

Color Trailer for 'Gal'

Universal-International is releasing a specially-made color cartoon and live-action trailer for "Has Anybody Seen My Gal."

US Is Mexico's Top Customer

WASHINGTON, June 5.—About 500 U. S. theatres, serving approximately 3,750,000 Spanish-speaking persons, now show Mexican films, the U. S. Commerce Department estimates.

It said the U. S. represents the largest single market for Mexican films, accounting for 42 per cent of total exports in 1951 and 40 per cent in 1950.

The Department, quoting Mexican reports, said Mexican film production is in "a critical state." Mexican producers blame the situation, it was said, to such factors as inadequate credit to finance production, competition in other countries from television, competition in Mexico from imported pictures, and unfavorable local and foreign distribution arrangements. It has been suggested that fewer but better films be produced—possibly as low as 80 per year, compared to 101 last year and 123 in 1950.

'Team' Premiere in Springfield Today

SPRINGFIELD, Mo., June 5.—The combined world premiere of "The Winning Team" and the 32nd annual reunion of the 35th Division, began officially tonight when the film's stars, Ronald Reagan, Gene Nelson and Virginia Gibson arrived here with Mrs. Grover Cleveland Alexander and were welcomed by Mayor Karchmer and top civic officials at a reception given in their honor.

The first showings of "The Winning Team" will be presented tomorrow at Springfield's two largest theatres, the Gillioz and the Fox.

'Miracle' Reopens June 16

Showings of the controversial film, "The Miracle" will be resumed at the Paris Theatre here starting June 16, as a result of the decision of the Supreme Court. The picture was originally shown at the Paris before the banning. It will again be part of the trilogy, "Ways of Love," which consists of "The Miracle", "Jofroi," and "A Day in the Country."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVELY TO LOOK AT"
Kathryn GRAYSON • Red SKELTON • Howard KEEL
Color by TECHNICOLOR • An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

JENNIFER JONES in The Wild Heart
Color by TECHNICOLOR
in person JOHNNIE RAY GARY MORTON THE FOUR LADS BUD & CECIL ROBINSON BILLY MAY and his Orchestra
PARAMOUNT
Midnight Feature Nightly

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PETE SMITH

LIGHT UP THE LAUGHS!

Brightening the program with Pete Smith Shorts is a happy habit with thousands of showmen who have voted his Specialties first in the field of live action shorts. Pete Smith has led them all in the M.P. Herald's annual FAME poll for 9 successive years—and for 8 successive years in the Showmen's Trade Review exhibitor vote.

Smart Booking Tips

Pete Smith's
"MEALTIME MAGIC"
Technicolor

Launched with double-barrelled national promotion tieup with American Gas Association and National Pressure Cooking Institute.

Pete Smith's
"GYMNASTIC RHYTHM"
Technicolor

Featuring the world-famous Swedish Sofia Girls who will perform at the forthcoming Olympic Games at Helsinki.



"He's a funny guy!"

COMING IN JULY
Pete Smith's
"PEDESTRIAN SAFETY"

To be launched with national campaign for traffic safety in co-operation with police departments in major cities.

THE GREATEST THRILLER O

AREA PREMIERE IN SHOW

KING KO



Booked into many top theatres in the Pittsburgh, Detroit, Cincinnati, Cleveland and Indianapolis Exchange territories beginning in Mid-June . . . A joining of more than 400 theatres . . . swept by a spectacular conflagration of explosive showmanship — including everything you've ever heard of and much you haven't — to launch anew the mightiest thriller of 'em all!

Here are some of the circuits participating:

Warners
Schine
Publix
RKO
Chakeres
Affiliated
Y & W
Alliance
Fourth Ave. Amus.
Denham
Skirball
Barnell
Butterfield
United Detroit

—And just a few of the theatres:

Palm State, Detroit
Rivoli, Toledo
State, Ann Arbor
Regent, Battle Creek
Regent, Bay City
Palace, Flint
Michigan, Jackson
State, Kalamazoo
Strand, Pontiac
Palace, Cleveland
Palace, Cincinnati
Franklin, Saginaw
Palace, Canton
State, E. Liverpool
Robbins, Warren
State, Sandusky
Palace, Lorain
Morrison, Alliance
Rialto, Louisville, O.
Indiana, Indianapolis
Clazell, Bowling Green
Emboyd, Ft. Wayne
Rivoli, Muncie
Paramount, Anderson
Tivoli, Richmond
State, Springfield, O.
Paramount, Hamilton
Paramount, Middletown
Ben Ali, Lexington, Ky.

A personally directed **MERIAN C. COOPER** *and* **ERNEST B. SCHOEDSACK** *Production • From the Story by* ME



COOPER and EDGAR WALLACE • *Chief Technician* WILLIS J. O'BRIEN • DAVID O. SELZNICK *Executive Producer*

Warner Net

(*Continued from page* 1)

000, compared with $57,143,000 for the corresponding period last year.

In accordance with the invitations to tender stock the company on April 4 purchased 669,185 shares of its common stock at a total cost of $10,000, 166. After deducting the shares so acquired by the company, 4,950,600 shares of common stock are now outstanding.

Included in the operating profit for the six months is a profit of $978,000 from sales of capital assets, before provision for Federal taxes, which compares with a corresponding profit of $162,000 for the six months one year ago.

The net profit for the six months is equivalent to 66 cents per share on the 5,619,785 shares of common stock outstanding. The net profit for the corresponding period last year was equivalent to 56 cents per share on the 6,772,000 shares of common stock then outstanding.

During the six months ending last March 1, the company retired 1,152,215 shares of its common stock purchased prior to Aug. 31, 1951.

Warner listed current assets of $58,670,796, against current liabilities of $33,246,337. Current and working assets include cash, $16,485,826; U. S. Government securities, $11,387,003, and inventories valued at $22,450,985, consisting of films completed or in production, rights and scenarios unproduced and raw materials and supplies, all figured at cost, or less.

Fixed assets are valued at $83,692,910, with total assets valued at $162,610,797. The company listed net foreign assets of $12,629,000, of which $8,115,000 are in the British Isles, $376,000 are in Canada, and $4,138,000 are in other countries.

As of March 1, 1952, Warner had earned surplus of $65,584,351.

Johnston, Mulvey

(*Continued from page* 1)

Cinematographie, and a key figure in U. S.-French film negotiations, has resigned.

There was no indication as to the reason for his resignation, and State Department and MPAA officials said they had no idea of what effect the change might have on the coming negotiations. However, one official indicated that several meetings on the pact had to be postponed because of the resignation.

Goetz Honored

(*Continued from page* 1)

Murray, Harry Fellerman, Herc McIntyre, Marion Jordan, Al Lowe, Saul Jacobs, Bert Tonks, Felix Sommer, Irving Weiss, Joseph Mazer, Harold Rubin, Anthony Petti, Cyril Landau, Ben Lorber, Jack Huber, Norman Gluck, Richard Davis, Saul Friedberg, Charles Simonelli, Al Horwits, Philip Gerard, Jeff Livingston, Henry A. Linet, Robert Ungerfeld, Milton Livingston and Morris Alin.

GET YOUR SPECIAL TRAILERS FROM FILMACK
FOR THE BEST QUALITY & QUICK SERVICE
You can always rely on Filmack to put 'real' Showmanship appeal in your Special Trailers.
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av

Reviews

"Has Anybody Seen My Gal"

(Universal-International)

AN AMIABLE CAST topped by Charles Coburn, Piper Laurie and Gigi Perreau was assembled by producer Ted Richmond for this good-natured parody in color by Technicolor on the fads and foibles of the "roaring twenties," which Douglas Sirk directed from a script by Joseph Hoffman. While this is hardly the first of recent Hollywood offerings to take a nostalgic gander at the jazz era with its bouncy tunes, short skirts, low waistlines and money consciousness, "Has Anybody Seen My Gal" nevertheless entirely makes up in gaiety, humor and whimsey for what is lacking in originality.

The tongue-in-cheek proceedings, particularly where they involved Coburn, were greeted with howls of laughter at fairly frequent intervals by a sneak preview audience at Loew's 83rd Street Theatre here the other evening. Accepting that audience as "typical," we hesitate not at all to predict that theatre patrons everywhere will have a fine time watching "Has Anybody Seen My Gal." The wisest selling approach perhaps would be to emphasize the film's nostalgic fun, thus capitalizing on the disposition for looking back on the twenties that obtains today.

The plot, taken from a story by Eleanor H. Porter, adopts a direct line. Coburn, an elderly millionaire, decides to will his entire estate to the family of the sweetheart of his youth, long since deceased, who turned him down for a poor bookkeeper. The family, headed by druggist Larry Gates and Lynn Bari, unaware of the old man's identity takes him in as a boarder. Coburn, possessed of rakish eye and caustic tongue, becomes a soda jerker at the drugstore, arranging meanwhile to be the unknown benefactor of the family to the tune of $100,000.

Surrendering their former mild lower middle class way of life for mansion living and its attendant snobbery and anxieties, the family rides high, but soon begins to yearn for the happiness left behind. 'Ere long the money is all spent and Miss Laurie, one daughter, is only too glad to forsake her rich boyfriend for penurious Rock Hudson, while the other daughter, young Miss Perreau, happily turns her back on French poodles to greet again her mongrel pup. Coburn rescues son William Reynolds from gambling debts, father buys back the drug store, and mother, no longer a riches-worshipping snob, is only too pleased to get back to housework.

Woven into the story are neat renditions of the Charleston and such old tunes as "Five Foot Two," "When the Red, Red Robin," "Gimme a Little Kiss," "It Ain't Gonna Rain No More" and "Tiger Rag."

Running time, 89 minutes. General audience classification. For July release.

CHARLES L. FRANKE

"Confidence Girl"

(Schapiro-United Artists)

A LONG AND PROBING LOOK at the confidence game is taken in this melodrama in which Andrew L. Stone combined his services as writer, producer and director. Despite the modestness of production values the picture manages to sustain a satisfactory degree of interest and frequently makes some revealing disclosures about the art of skilled thievery. The customers will find it agreeable entertainment.

The story gets wrapped up in one plot after another as it proceeds. Tom Conway plays a suave confidence man who operates a private detective agency as a blind. Working as his partner in underworld exploits is Hillary Brooke. With this setup it becomes a cinch for Conway to pretend to the police to be on the track of the elusive Miss Brooke, all the while paving the way for her to operate more safely. A cat and mouse game develops between the baffled police and the confidence team as one swindle follows another.

Gradually Miss Brooke grows restless with the life of a confidence girl and begins to long for such things as a home and family. It is this instinct that leads to her final surrender to the police, and in so doing she leads them to the capture of a murdered. Despite the life of hoax that Conway and Miss Brooke have led, the latter's last act of virtue wins the admiration of the police and carries the promise of leniency from the law.

A William Shapiro presentation.

Running time, 81 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

MPAA Compo Post

(*Continued from page* 1)

ture Export Association board. Eric A. Johnston, MPAA president, will attend both meetings.

COMPO administrators have been looking for quick MPAA action in naming a governing committee representative, since once the appointment is made the new COMPO dues collection system can be put into operation. The system calls for flat dues payments based on theatre seating capacities.

The other two COMPO governing committee representatives have been named: Samuel Pinanski for the Theatre Owners of America, and Trueman T. Rembusch for Allied States Association.

Two TV Trailers For 'Lydia Bailey'

Early results from the new series of TV trailers being offered exhibitors on 20th Century-Fox pictures, has prompted the company to make available two trailers to be used for video advertising in connection with "Lydia Bailey," the home office stated here yesterday.

The trailers, of one-minute and 20-second duration, feature stars Dale Robertson and Anne Francis, marking the first time key personalities have been utilized by the company in the new medium. The TV trailers are available to exhibitors gratis, with the single requirement that 20th Century-Fox receive a schedule listing the actual time-buy for the spots.

Arbitration

(*Continued from page* 1)

available to the trade press for publication. Those in favor of doing so said they would welcome as wide dissemination as possible in the industry of the draft's contents so that delegates to the forthcoming second conference will arrive at it well equipped with the advice and opinions of those whom they represent. If that is the case, it was reasoned, the document can be altered if necessary, and ratified, with dispatch.

The second industry arbitration conference is scheduled to begin on June 16 at the Hotel Astor here. Copies of the legal record are due to be in the hands of delegates a week before that date.

Herman M. Levy, TOA general counsel, is chairman of the rules committee, which is comprised of distribution and exhibition attorneys.

DuMont Silent

(*Continued from page* 1)

whether DuMont thought the merger would be good or bad. Other DuMont witnesses have given testimony indicating that they thought the merger would hurt DuMont. When asked the question by Patrick today, DuMont refused to answer, saying that he was not in a position to do so. Patrick did not pursue the question further.

FCC attorneys, however, took advantage of DuMont's reappearance to ask him several questions about reported negotiations his company had with Scophony, Ltd., in the early 1940's. DuMont said he had either hazy or no recollections of any meetings or correspondence with Scophony officials. He declared that he had never at any time taken any steps to restrain or prevent Scophony from developing its electronic patents.

The hearing will be in recess until June 12, when Chicago exhibitor Arthur Saas will return for cross-questioning.

Robinson Bout

(*Continued from page* 1)

to carry the June 23 event include the Stanley, Baltimore; Warner, Eire; Stanley, Pittsburgh; Stanley, Philadelphia; Stanley, Camden; Warner, Milwaukee, and, as previously announced, the Allen in Cleveland.

TNT anticipates that from 40 to 50 theatres will participate in the Robinson-Maxim telecast. However, it is considered improbable that TNT will be able to gain clearances from the American Telephone and Telegraph Co. in its attempt to carry the telecast to the Coast.

All major circuits equipped with theatre TV are participating in the telecast. The circuits include RKO, Loew's, Fabian, Balaban and Katz, Shea, and Warner.

Holds TOA Meet

(*Continued from page* 1)

work" and taken care of "routine little details," but that there was no major development. Attending the meeting, in addition to Brylawski and almost all of his committee, were Dick Pitts, acting executive director of TOA; Howard L. Bryant, service coordinator, and Chick Lewis, who was assistant chairman of the 1951 convention.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Apr. 27	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52)	OUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	YOUNG MAN WITH IDEAS Glenn Ford Ruth Roman CD—84 min. (Rev. 2/27/52)	WILD STALLION (Color) Ben Johnson D—70 min. (5205) (Rev. 5/22/52)		GOBS AND GALS George & Bert Bernard C—86 min. (5128) (Rev. 4/29/52)		(May Releases) DEADLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52)		(May Releases) RED BALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218) (Rev. 4/30/52)	
May 4	SOUND OFF (Color) Mickey Rooney MC—83 min. (Rev. 4/4/52)			KANSAS TERRITORY Wild Bill Elliott O—65 min. (5225) (Rev. 6/2/52)	(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52)		(May Releases) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52)	BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. (Rev. 4/3/52)	(Allart) WITHOUT WARNING Adam Williams D—75 min. (Rev. 4/1/52)	BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) (Rev. 4/11/52)	MARA MARU Errol Flynn Ruth Roman D—98 min. (120) (Rev. 4/3/52)
May 11	A YANK IN INDO-CHINA John Archer Douglas Dick D—67 min. (Rev. 4/3/52) APACHE COUNTRY Gene Autry O—62 min. (Rev. 6/2/52)		CARBINE WILLIAMS James Stewart Wendell Corey D—101 min. (Rev. 4/16/52)	DESERT PURSUIT Wayne Morris Virginia Grey O—71 min. (5209)	RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)		THE FAITHFUL CITY Jamie Smith OD—81 min. (273) (Rev. 4/17/52) THE HALF BREED (Color) Robert Young Janis Carter OD—81 min. (228) (Rev. 4/17/52) DESERT PASSAGE Tim Holt O—60 min (230) (Rev. 5/19/52)	OUTCASTS OF POKER FLAT Dale Robertson Anne Baxter D—81 min. (Rev. 5/8/52) (Re-Releases) LAURA Gene Tierney Dana Andrews D—88 min. (252) (Rev. 10/11/44) THIS ABOVE ALL Tyrone Power Joan Fontaine D—110 min. (253) (Rev. 5/12/42)	(Donald Hyde-Anthony Veiller) RED PLANET MARS Peter Graves D—87 min. (Rev. 5/15/52)	NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C—82 min. (220) (Rev. 5/7/52)	
May 18	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52)	LOAN SHARK George Raft Dorothy Hart D—79 min. (5111) (Rev. 4/30/52)	THE GIRL IN WHITE June Allyson Gary Merrill D—93 min. (Rev. 3/13/52)			BLACK HILLS AMBUSH Alan "Rocky" Lane O—54 min. (4815)	(Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYDIA BAILEY (Color) Dale Robertson Anne Francis D—89 min. (Rev. 5/29/52)		(June Releases) IVORY HUNTER (Color) Anthony Steele Diana Sheridan D—97 min. (221) (Rev. 5/19/52)	THE SAN FRANCISCO STORY Joel McCrea Yvonne DeCarlo OD—80 min. (121) (Rev. 4/8/52)
May 25	WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52)		SKIRTS AHOY! (Color) Esther Williams Joan Evans M—109 min. (Rev. 4/11/52)		(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52)			LADY IN THE IRON MASK (Color) Louis Hayward Patricia Medina D—78 min.	(Alex Gottlieb) THE FIGHTER Richard Conte Vanessa Brown D—78 min. (Rev. 5/7/52)	SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ min. (222) (Rev. 6/2/52)	
June 1	MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min.	STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)	GLORY ALLEY Ralph Meeker Leslie Caron D—79 min. (Rev. 5/19/52)			BAL TABARIN Muriel Lawrence William Ching DM—84 min.		(Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(Reissues) RED RIVER John Wayne OD—127 min. (Rev. 7/12/48) TULSA (Color) Susan Hayward D—89 min. (Rev. 3/21/49)	ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)	
June 8	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min.		PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207)				(London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51)		JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223)	
June 15	CRIPPLE CREEK (Color) George Montgomery O—78 min.			GOLD FEVER John Calvert Ralph Morgan OD—63 min. (5220)		I DREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (Rev. 6/5/52)	(June Release) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52)	(Fanwill Prods.) CONFIDENCE GIRL Tom Conway Hillary Brooke D—81 min.		CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 22	THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51)	THE JUNGLE Rod Cameron Cesar Romero D (5112)	SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)		(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52)			DIPLOMATIC COURIER Tyrone Power Patricia Neal D—97 min. (222) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C (221)		(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226)	3 FOR BEDROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 29	RED SNOW Guy Madison Ray Mala D—75 min. BARBED WIRE Gene Autry O—61 min.	HELLGATE Sterling Hayden Joan Leslie D (5113)	LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212)	JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)			(Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)		FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225)	THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
July 6	JUNCTION CITY Charles Starrett Smiley Burnette O—54 min.			WAGONS WEST (Color) Rod Cameron O—70 min. (5203)			(July Release) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52)				

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

The HAPPY DAYS...
The MAD FADS...
The GREAT SONGS
of the
ROARING TWENTIES

The wild and wonderful years of "Flaming Youth"...when a Tin Lizzie was the "Cat's Pajamas"... the Charleston was the rage...and every sheik went petting with his sheba!



HAS ANYBODY SEEN MY GAL

Starring
Piper LAURIE
Rock HUDSON
Charles COBURN
Gigi PERREAU

COLOR BY Technicolor





And how you'll cheer
the Dozen SONGS you'll hear

"FIVE FOOT TWO, EYES OF BLUE" "TIGER RAG"
"WHEN THE RED, RED ROBIN
COMES BOB, BOB, BOBBIN' ALONG"
"GIMME A LITTLE KISS, WILL YA, HUH?"
"IT AIN'T GONNA RAIN NO MORE"



with LYNN BARI · WILLIAM REYNOLDS

DIRECTED BY DOUGLAS SIRK · WRITTEN FOR THE SCREEN BY JOSEPH HOFFMAN · PRODUCED BY TED RICHMOND · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

from U-I...The Best Friend your Box-Office ever had!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 111 NEW YORK, U.S.A., MONDAY, JUNE 9, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

CURRENT market conditions continue to make cost-reduction imperative in all branches of the industry.

A healthy symptom of the day is the serious examination being given by the organized industry on many fronts to expenditures which have tapped its financial streams without contributing to its economic welfare.

In periods of prosperity and even in times of recession which, however, were readily recognizable as part of the pattern of a disturbed national economy, rather than an ailment peculiar to motion pictures, unproductive financial drains could be tolerated or eased through mild economy measures.

Such no longer is the case.

•

Today's problems are far-reaching and still difficult of positive identification. They may be rooted in a changing social order, bringing with it a new attitude of the public toward the use it will make of its leisure.

Whatever the explanation, the industry's problems are not to be solved by traditional economies.

Thus, it becomes more important day by day that every financial burden imposed upon the industry and not essential to its economy be eliminated.

Millions in industry litigation costs can be avoided by creating industry forums for resolving differences. Something is being done about that.

Millions in onerous taxation, reducing the market for motion pictures by discouraging patronage, need to be eliminated. Something is to be done about that.

More millions need to be and can be saved in production and related costs. Something is being done about that.

Several millions paid in tribute to state and local censorship organizations must be eliminated. Something is being done about that.

Costly, outmoded methods of doing business need to be modernized. Something is being done about that.

Millions may be saved, and applied to winning new customers, by ending discrimination in advertising rates. Something is being done about that.

The outlook is not bleak. It is, rather, promising—promising of a sounder economic base than motion pictures have yet had.

See Impact of Texas Parley As Widespread

DALLAS, June 8.—Delegates arriving for the Texas Council of Motion Picture Organizations' three-day public relations conference which will open here tomorrow foresee the possibility of a large number of similar conferences across the country, depending on the extent of achievements and enthusiasm engendered at this new venture in the sphere of industry goodwill.

From appearances thus far, there is no doubt in the minds of delegates or principles that important gains are in store for the Texas COMPO Showmen in terms of better business and improved public relations in consequence of this conference, for which

(*Continued on page 4*)

Einfeld to Europe On Merchandising

A series of merchandising meetings of 20th Century-Fox's international organization will be conducted by Charles Einfeld, vice-president in charge of advertising, exploitation and publicity, who will leave for Europe Thursday on the *S.S. Vulcania*.

Chief among the topics to be discussed in Rome, Munich, Amsterdam and Paris will be the global world premiere in November of Darryl F.

(*Continued on page 4*)

Lichtman Named to CompoTriumvirate To Complete Unit

Al Lichtman, in charge of distribution for 20th Century-Fox, was named on Friday as the Motion Picture Association of America representative to serve on the three-man administrative unit for the Council of Motion Picture Organizations until COMPO's board of directors can meet and elect new officers.



Al Lichtman

Lichtman's appointment completes the three-man COMPO group, Allied States having previously designated Trueman Rembusch to serve as its representative, and The-

(*Continued on page 4*)

French Withdraw Pact Proposals

French negotiators of a new American film import and remittance agreement have withdrawn their four proposals, any one of which was designed to form the basis of a new pact to replace the current one expiring June 30.

A new proposal, understood to contain less favorable terms than any

(*Continued on page 4*)

Consolidation Of Newsreels Up for Study

MPAA Also Will Join Ticket Tax Campaign

A study of the possibility of consolidating newsreels is being undertaken by the Motion Picture Association of America as part of its broad program of examining the economic structure of the industry and initiating corrective activities on a number of fronts, Eric Johnston, MPAA president, disclosed here on Friday.

Johnston said the study is in a very early stage and has taken no definite course as yet. Presumably it will weigh the advantages, or lack of them, in consolidating some newsreel operations or entire organizations with others, and also in continuing the five newsreels as now constituted.

Results of the study would not be binding but merely would make information and conclusions available to the

(*Continued on page 4*)

House 'Red' Probe Off Until Fall

WASHINGTON, June 8.—The House Un-American Activities Committee has indefinitely postponed, probably at least until September, hearings which were slated to get under way in Los Angeles around June 16.

The hearings were to cover many phases of Communist penetration in the Los Angeles area, including some additional witnesses on Communist activities in Hollywood.

Committee officials said the postponement in the hearings would probably also delay indefinitely a supplementary report which the committee was preparing on the subject of Communism in the film industry. They declared the plan all along was to include in the report any additional material developed at the new hearings.

MPAA, NETTC Start Move To Advance TV Hearings

WASHINGTON, June 8.—The motion picture industry has asked the Federal Communications Commission to reconsider its decision not to hold the theatre television hearings until next January, and instead to start them sometime this fall, possibly in October.

It was learned that the Motion Picture Association of America and the National Exhibitors Theatre Television Committee have wired the Commission, asking that a block of time this fall be set aside to get the hearing started with engineering and cost accounting testimony from industry witnesses. Under the MPAA-NETTC plan, the hearings might then recess until January, after this presentation is out of the way.

An industry spokesman said he had reason to believe the Commission would act promptly on the industry

(*Continued on page 4*)

Ohio Fairs' Film Display Approved

Virtually unanimous major company cooperation was obtained for the Independent Theatre Owners of Ohio's plan for staging an industry exposition at the Ohio State Fair this summer by C. F. Pfister, president, and Robert Wile, ITO of Ohio secretary, as a result of their meetings at home offices here last week.

Cooperation by Warner Brothers is

(*Continued on page 4*)

Allied Winter Board Meet in New Orleans

NEW ORLEANS, June 8.—The winter board meeting of National Allied States will be held here next January. The annual convention of the regional Gulf States Allied will be held in conjunction with it.

Personal Mention

STEVE BROIDY, Monogram-Allied Artists president, and HAROLD MIRISCH, vice-president, arrived here from Hollywood over the weekend.

•

JUDITH ANN TANNEY, daughter of JOSEPH A. TANNEY, head of S.O.S. Cinema Supply Corp., was married on Saturday to LLOYD EDWARD HAMBURGER at the Waldorf-Astoria Hotel here.

•

MAX E. YOUNGSTEIN and W. C. GEHRING were scheduled to leave here over the weekend for Dallas and the Texas COMPO Conference. JERRY PICKMAN is scheduled to arrive in Dallas today from the Coast.

•

MAURICE (MURRY) SEGAL, Paramount trade press contact, will marry CLAIRE DRUCKER on Sunday in New Rochelle. They will then leave by plane for a Mexican honeymoon.

•

MARTIN DAVIS, Samuel Goldwyn Eastern publicity manager, left here over the weekend with his bride on a honeymoon trip to Sea Island, Ga.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, is in Charlotte today and will go to Jacksonville from there.

•

HERB STEINBERG, Paramount publicity manager, will return to his desk today after a week's vacation.

•

JACK CRON, director of NBC-TV film syndicate sales, left here over the weekend for the Coast.

•

LEE KOKEN, RKO Theatres vending head, left here Friday by car for the Coast on a vacation.

•

RUDOLPH ALLEN, film industry attorney, is en route to Europe.

Buffalo Legion to Fight 'Miracle'

BUFFALO, June 8. — The Buffalo Council of the Legion of Decency has served notice that it will vigorously oppose the exhibition of "The Miracle" in the Buffalo Catholic Diocese, regardless of the Supreme Court's ruling nullifying New York State's ban.

Dr. Edward S. Schwegler, diocesan director of the Legion, in a notice stated that "Catholic organizations and groups are hereby alerted to a possible appearance of the condemned picture in our diocese."

UK's First Postwar Theatre Opened

LONDON, June 8.—The first new theatre to be built in the United Kingdom in 13 years was opened by J. Arthur Rank recently. It is the Odeon in Jersey, Channel Islands. Building restrictions there are less severe than on the mainland, where theatre construction still is prohibited.

Put Attendance Drop Due to Walcott Bout Up to 30%

The estimated drop in theatre attendance last Thursday night, the evening of the home televised Joe Walcott-Ezzard Charles heavyweight title bout varied from "not too serious" to as high as 30 per cent, inquiries among circuit executives revealed here.

A spokesman for one circuit which has theatres along the Eastern seaboard said that the impact on the box-office was most pronounced in larger cities. He listed Pittsburgh, Akron and Erie, as examples. The spokesman claimed that the 25 to 30 per cent estimated drop in theatre attendance Thursday night was "conservative."

Other circuit executives, while acknowledging that the fight home telecast had an adverse effect on the box-office, declined to place any estimate on the drop in business for that night. They maintained there were many other factors besides that of the fight which could affect Thursday night business and an estimate of the business decrease would be difficult to render with accuracy.

'Quiet Man' Opens In London, Dublin

LONDON, June 8.—Republic Pictures' Irish-made "The Quiet Man" was given a gala send-off at Paramount's Plaza Theatre here Friday night, as part of a dual world premiere, the other opening having been at the Adelphi in Dublin the same night.

Notables at the premiere here included Chancellor of the Exchequer R. A. Butler; the Irish and several other ambassadors; Rear Admiral N. K. Dietrich, U. S. Naval Attache; Major General F. H. Grisnold, Commanding General of the 3rd U. S. Air Force; Commander Michael Parker, the Duke of Edinburgh's Equerry; the Lady Mayoress of the City of London and all 49 mayors of London's boroughs, and a distinguished list of professionals headed by Herbert Wilcox and Anna Neagle, Republic's newest partners in production.

Rival distributors concede that the Republic handling of the opening marked a new level in motion picture distinction. But the most significant circumstance was the hours long huge queues formed at payable sections of the theatre following ecstatic national press notices.

Showmen here hailed the fanfare of the premiere as a much-needed stimulant to reawaken public interest and expressed the hope that with the so-called London "season" now at its height, more events of the kind will be staged. They are looking forward to M-G-M's efforts this week in behalf of the Royal opening of "Ivanhoe" at the Empire.

DUBLIN, June 8.—"The Quiet Man," produced in Ireland by John Ford and Merian C. Cooper had its premiere at the Adelphie Theatre here Friday night in the presence of President Sean O'Kelly and members of his Cabinet.

N. J. Allied to Host Industry on July 2

Allied Theatre Owners of New Jersey will hold its annual summer outing and meeting on July 2 at the Berkeley-Carteret Hotel, Asbury Park, Wilbur Snaper, president of both the regional and national Allied, reported here.

All members of the industry in the Metropolitan New York area will be invited to join in the social activities of the day, Snaper said.

Arbitration Parley Will Open June 17

A one-day postponement—from June 16 to 17—has been made for the second Industry Conference on Arbitration at the Hotel Astor here, it was reported at the weekend. The change is understood to have been made for the convenience of some of the delegates. A few weeks ago postponement from May 26 to June 16 was effected to oblige the Conference Committee on Rules.

Further consideration will be given tomorrow by the Committee on Rules to provision for damage awards and one or two other points in the record of arbitration principles which it is preparing, Herman M. Levy, committee chairman, reported here on Friday.

The committee, which was expected to complete its drafting work at a meeting on Friday, discovered that another full day would have to be devoted to prepare the document.

Tomorrow's meeting here, Levy said, will continue in session until the draft is completed. He said he personally was in favor of releasing the document to the trade press so that the entire industry would have an opportunity to become familiar with its contents.

Open Fight on La. Film Rentals Tax

NEW ORLEANS, June 8.—Gulf States Allied's legislative committee has launched an attack on the state's sales tax imposed on film rentals. Louisiana exhibitors also have a state admission tax.

Don George, chairman of the Gulf States committee, is organizing a campaign of personal approaches to legislators in all areas of the state to educate them on the discriminatory aspects of the rentals tax and enlist their support for its repeal.

Newsreel Parade

GENERAL EISENHOWER'S homecoming and Italy's anniversary are current newsreel highlights. Other items include West Point and Annapolis graduations, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 47—Eisenhower returns; opens campaign. Parade hails Italy's birthday. Graduation at West Point. Annapolis middies hail color girl.

NEWS OF THE DAY, No. 281—Eisenhower begins his Presidential battle. British hit back at Red tactics. Party for war veterans. Catholics hold World Congress. West Point, Annapolis graduations.

PARAMOUNT NEWS, No. 84 — Italy shows armed might. U. S. dominates British amateur golf. Eucharistic Congress in Barcelona. Ike's welcome home to Abilene.

TELENEWS DIGEST, No. 23-B—Washington: High Court voids steel seizure. Abilene: Ike's opening gun. British blockade Russian-operated radio. Sen. Taft homecoming. President Rhee. Golf.

UNIVERSAL NEWS, No. 567 — Eisenhower's homecoming. Italy celebrates anniversary. Truman at party for veterans. Farm built in a day. Skating horse. West Point, Annapolis graduations.

WARNER PATHE NEWS, No. 86 — Eisenhower returns; starts campaign. British blockade Red radio station. Spain: World Eucharistic Congress. Glove fashions. Australians ride "wall of death."

300 at UK Tribute To Jack Warner

LONDON, June 8.—The British Film Producers Association, representing all major production interests in Great Britain, has invited nearly 300 guests to a luncheon on Tuesday honoring Jack L. Warner at the Dorchester Hotel. Warner is the first American producer to be so honored by the association.

The invitation list includes Lt. Gen. Sir Frederick Browning, Comptroller of the Queen's Household; Peter Thorneycroft, P.C., M.P., president of the Board of Trade, and other ministers in Prime Minister Churchill's government; Walter Gifford, American Ambassador, and Embassy representatives; newspaper publishers and editors; representatives of the Armed Forces, and key figures from the film industry and other fields.

To Install Eidophor In 73 NT Houses

PORTLAND, Ore., June 8.—Charles P. Skouras, president of National Theatres, while here Thursday on a periodic division session of Evergreen Theatres of Oregon and Washington, revealed he is set to install Eidophor color television systems in 73 theatres in Northern and Southern California and Arizona. He said he expects during the next year to make changes in Portland downtown houses to have the new Eidophor TV replace second features.

Favorite Reissues Two

"Winning the West" and "The Fighting Phantom" are the latest of the Zane Grey reissues to be released by Favorite Films. Prints and accessories are now in the exchanges.

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SPRINGFIELD (Mass)—Paramount—**SMASH**—CHATTANOOGA—State—**SMASH**—NASHVILLE—Loew's Vendome

SMASH—ST. PETERSBURG—Capitol—**SMASH**—BOSTON—Beacon Hill—

SMASH—PROVIDENCE—RKO Albee—

—**SMASH**—WORCESTER—Plymouth—

SMASH—GLENDALE—Vogue—**SMASH**—

BUFFALO—Center—**SMASH**—SYRACUS

—Loew's State—**SMASH**—TUCSON—Lyric

SMASH—AUSTIN—Paramount—**SMASH**—

CANTON—Loew's—**SMASH**—CHAMPAIGN—

Illinois—**SMASH**—AKRON—Warner's Strand

MARION—Palace—**SMASH**—CHICAGO—United Artists—**SMASH**—

HOUSTON—Metropolitan—**SMASH**—SHREVEPORT—Glenwood—

SMASH—PASADENA—State—**SMASH**—SANTA BARBARA—Stat

—**SMASH**—ST. PAUL—Paramount—**SMASH**—MILWAUKEE—

Fox-Wisconsin—**SMASH**—MADISON—Orpheum—**SMASH**—

MINNEAPOLIS—State—**SMASH**—DULUTH—Garrick—**SMASH**

BRIDGEPORT—Art Cinema—**SMASH**—HARTFORD—Colonial & Central—

SMASH—NEW HAVEN—Lincoln—**SMASH**—BAKERSFIELD—Nile—**SMASH**—NEW BRITAIN—Embassy—**SMASH**—ST. LOUIS—Lynn—**SMASH**

NEW YORK—Paris—**SMASH**—LINCOLN—

State—**SMASH**—LANCASTER—Coloni

SMASH—BERKELEY—Berkeley & Oak

SMASH—NEWPORT—Strand—**SMAS**

—PITTSBURGH—Warner—**SMASH**—

SAN FRANCISCO—United Artists—

SMASH—FRESNO—Tower—**SMAS**

—Loew's Grand—**SMASH**—DALLAS—Palac

SMASH—MEMPHIS—Ritz—**SMASH**—OAKLAND—Roxie—**SMASH**—SACRAMENTO—Time

Tower & Del Paso—**SMASH**—SAN JOSE—Padre—**SMASH**—STOCKTON—Esquire—**SMAS**

—RICHMOND—Loew's—**SMASH**—BANGOR

Bijou—**SMASH**—NEW BEDFORD—Olymp

—**SMASH**—HOLYOKE—Victory—**SMASH**—

FALL RIVER—Center—**SMASH**—DURHA

—Carolina—**SMASH**—KENOSHA—Gateway—

—**SMASH**—PITTSFIELD—Union Square—**SMAS**

"THE RIVER"

Color by TECHNICOLOR





Kenneth McEldowney presents Jean Renoir's production of THE RIVER • Color by Technicolor • with Nora Swinburne • Arthur Shields • Esmond Knight • Suprova Mukerjee • Thomas E. Breen and introducing Patricia Walters • Radha • Adrienne Corri • Produced by Kenneth McEldowney • Directed by Jean Renoir • Assistant to Mr. Renoir—Forrest Judd • Screenplay by Rumer Godden & Jean Renoir Based on the novel by Rumer Godden.

Keeps rolling along... a smash all over* at POPULAR PRICES!

GET IN THE SWIM... GET IN THE MONEY... BOOK IT THRU **UA**

* In big and small cities—in the best theatres in the country—Loew's, RKO, Paramount and every other important circuit!

French Pact

(*Continued from page* 1)

of the earlier ones, now is being advanced by the French.

The American negotiators, including representatives of the Motion Picture Association of America and of the Society of Independent Motion Picture Producers, are awaiting further information before deciding on their next step. Word of the change in the French stand was given to board members of the Motion Picture Export Association at a meeting here on Friday.

SIMPP opposed acceptance of the original French proposals because they involved payment of subsidies to the French industry. The U. S. State Department, which negotiated the expiring agreement with France, also is opposed to the subsidy principle.

Withdrawal of the French proposals, one of which provided for conversion of about $4,500,000 in blocked francs and authorized unlimited imports of American films, was ascribed by some to premature publicity which provided opposition fuel to Communist elements in Paris. It was also reported that the opposition to the proposal influenced the resignation last week of M. Fourre-Cormeray, head of the French government's Centre National de la Cinematographie, who was a key figure in the negotiations in Paris last month leading to the four alternate proposals for a new pact.

However, it is known that details of the proposals were available to newsmen in Paris at least as soon as they were here and that M. Fourre-Cormeray's resignation was tendered in order to permit him to accept what is reported in Paris to be a more important assignment.

TV Hearings

(*Continued from page* 1)

request and that the industry might hear, one way or the other, by the end of this week or next.

The MPAA-NETTC theory is that the Commission is now operating on the idea that the hearings must continue right through, once they start, and hence January is the earliest date when so much time would be available. MPAA and NETTC would prefer getting the hearings going sooner, even if this means breaking them up and not running right through. They reason that once the Commission starts hearings, it will find it easy to fit a week in here and a week there, whereas under the uninterrupted hearing theory, postponement after postponement might be necessary.

Review

"Carrie"

(*Paramount*)

ANOTHER THEODORE DREISER NOVEL has been fashioned into an effective, moving drama by producer-director William Wyler. In the main, this is a picture of stature, portraying an adult situation with much honesty.

Jennifer Jones turns in a superlative performance as Carrie, while Laurence Olivier and Eddie Albert portray their difficult roles excellently. These are marquee names meaningful to the public, and with proper exploitation, this film should be a sturdy box-office attraction.

The story overtones are heavily lined with tragedy, for the characters at the outset are thrown into an emotional situation which cannot be resolved successfully. Some customers may find the virtually unrelieved undertone of sadness, which builds to various pitches, too much for their taste. Others may find "Carrie" a rewarding emotional experience.

The picture reaches proportions of greatness at times, when the tragedy of Carrie is put into the context of the society around her . . . a world and its people are illuminated on the screen. Unfortunately, over-sentimentality has been allowed to creep in, which, in this reviewer's opinion, weakens the film.

Jennifer Jones as Carrie leaves her small town to seek her fortune in the big city of Chicago. Her naive conception of the way her married sister lives there is rudely jolted. Chicago soon loses its allure when she spends her days behind a sewing machine and her nights in the close-quartered slum flat of her brother-in-law's, near the stockyards.

Eddie Albert, the free-wheeling, traveling salesman, enters her life and offers an escape. The price, however, weighs heavily on the small-town girl who lives out of wedlock with Albert. Then, Laurence Olivier, the manager of Chicago's most fashionable restaurant, falls violently in love with her. This relationship too, while it has moments of glory, is compounded with tragedy for Olivier is already married, although unhappily.

The end finds Olivier reduced to a derelict and Carrie, while successful on the stage, unhappy personally.

Lester Koenig was associate producer. The screenplay was written by Ruth and Augustus Goetz. Others in the cast include Miriam Hopkins, Basil Ruysdael, Ray Teal and Barry Kelley.

Running time, 118 minutes. Adult audience classification. For August release.

MURRAY HOROWITZ

Lichtman Named

(*Continued from page* 1)

atre Owners of America having named Sam Pinanski.

In announcing Lichtman's acceptance of the appointment on Friday, Eric Johnston, MPAA president, said that Spyros P. Skouras, 20th Century-Fox president, and himself, Johnston, stood ready to serve on the COMPO three-man unit in the event Lichtman had declined the appointment. Originally, Skouras was sought for the COMPO presidency, succeeding Ned Depinet, but had declined due to pressure of business.

Indications are the three-man group will meet at an early date to map activities for COMPO in line with the program approved by the last board of directors meeting here last February. They also may name an executive vice-president to succeed Arthur Mayer, who resigned May 1. Since then, COMPO's affairs have been administered by Robert Coyne, special counsel, and Charles McCarthy, public relations director.

Texas Parley

(*Continued from page* 1)

preparations have been in work many weeks.

Some 1,000 theatre executives and managers in the U. S. have been invited to attend. Also invited are the Governor of Texas, political and community figures, presidents of Allied States Association and of the Theatre Owners of America, presidents of production-distribution companies, representatives of the various guilds and unions, trade press representatives, and others.

Robert J. O'Donnell and H. A. Cole, prime movers in the calling of the conference, said it will "deal directly with exhibition-community relationships instead of the usual intra-industry discussions," and in this respect will be "unlike previous industry gatherings."

TOA Panel Opens Also

Meanwhile John Rowley, chairman of the Southwestern Region of Theatre Owners of America, tomorrow will call to order here TOA's second regional conference and grievance panel session.

The TOA gathering will consume one day. It was called at this time because so many members of the regional will be in town to attend the Texas COMPO Showmen's conference.

Einfeld to Europe

(*Continued from page* 1)

Zanuck's "The Snows of Kilimanjaro."

Murray Silverstone, president of 20th Century-Fox International Corp., is already in Europe and will join Einfeld when he arrives. Einfeld is due back in New York at the end of July.



Newsreels

(*Continued from page* 1)

companies operating reels — Loew's, Paramount, 20th Century-Fox, Universal and Warner.

Johnston also disclosed that another activity of the MPAA will be in the field of admission tax reduction or repeal, presumably tieing in with any national program on the subject which may be developed by the Council of Motion Picture Organizations.

Previously disclosed special activities of the Association include its participation in the current industry conferences on establishment of an arbitration system, legal attacks on state and local censorship, a study of the possibilities of "streamlining" distribution operations and efforts to eliminate "discrimination" in theatrical advertising rates in newspapers.

Johnston said that arbitration must take precedence for the time being over other activities, with the taxation campaign immediately following and with the remainder being taken up as opportunity permits.

Press Associations To View 'Park Row'

The state press associations of New York, Texas, Oregon, Georgia, Virginia and Washington have scheduled special preview showings of Samuel Fuller's "Park Row," as a means of furthering motion picture-press cooperation, it was disclosed here by Francis M. Winikus, national director of advertising-publicity for United Artists.

The Texas Press Association will launch the program with a showing of "Park Row" on Thursday and Friday. The Oregon Newspaper Publishers Association will see "Park Row" on June 18. The Georgia Press Association will view it on July 10, 11, and 12 and the Virginia Press Association has set August 8 and 9. Both the Washington State Newspaper Publishers Association and the New York State Press Association will see "Park Row" on September 11, 12 and 13.

Fleisher, Bryant in 'Jimmy Fund' Posts

BOSTON, June 8.—Theodore Fleisher has been appointed treasurer and Frank Bryant assistant treasurer of the 1952 "Jimmy Fund" drive, by general chairman Arthur H. Lockwood and Louis R. Perini, co-chairman.

Fleisher, who will replace the late E. Harold Stoneman, is president of Interstate Theatres Corp. Bryant is retired assistant vice-president of the Statler branch of the Second National Bank.

Ohio Fairs

(*Continued from page* 1)

waiting on communication with Mort Blumenstock, vice-president, at the company's Burbank studio. All other major companies have approved the plan and pledged cooperation, as has the Motion Picture Association of America.

In addition to a motion picture exhibition at the state fair, the plan also contemplates repeat appearances at county fairs in Ohio and, possibly, at the Indiana State fair and elsewhere.

The Vital Spark

Ever since the early days of the business of motion pictures, exhibitors have been accustomed to know that product worth the selling is worth the telling in unmistakable fashion in their trade paper.

That feeling has not changed. In these realistic times, it is more pronounced than ever.

His trade paper, through the many services it renders, has become an integral part of the daily business life of the exhibitor. Its advertising pages have come to reflect to him the product situation.

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

The vital spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold."*

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it soon enough; (2) Make it effectively proclaim the box-office values of the picture; (3) Publish a sufficient continuity of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling—*to* the exhibitor and consequently *through* the exhibitor. Its cost is dimes that bring dollars—for the producer, the distributor *and* the exhibitor. It is the vital spark for the power that produces greatest results!

Check List

of recent or forthcoming releases featured in advertising* in *MOTION PICTURE DAILY*

(alphabetically by title)

Title	Distributor
ABOUT FACE (2 Pages)	Warner
ATOMIC CITY	Paramount
BELLES ON THEIR TOES (2 Pages)	20th-Fox
BRAVE WARRIOR (2 pages)	Universal
CARBINE WILLIAMS (2 Pages)	MGM
CARSON CITY	Warner
CLASH BY NIGHT (2 Pages)	RKO
GOBS AND GALS (2 Pages)	Republic
THE HALF BREED (2 Pages)	RKO
HANS CHRISTIAN ANDERSEN (2 Pages)	RKO
HAS ANYBODY SEEN MY GAL	Universal
I DREAM OF JEANIE (2 Pages)	Republic
JUMPING JACKS	Paramount
KANGAROO (2 Pages)	20th-Fox
LADY IN THE IRON MASK	20th-Fox
LOVELY TO LOOK AT	MGM
LYDIA BAILEY	20th-Fox
MY SIX CONVICTS (5 Pages)	Columbia
PAT AND MIKE	MGM
PAULA	Columbia
PICKWICK PAPERS	Renown
THE PRIDE OF ST. LOUIS	20th-Fox
RED BALL EXPRESS (3 Pages)	Universal
RED MOUNTAIN (3 Pages)	Paramount
SINGIN' IN THE RAIN (3 Pages)	MGM
SKIRTS AHOY! (2 Pages)	MGM
THE WILD HEART (2 Pages)	RKO
THE WINNING TEAM (2 Pages)	Warner
THE WORLD IN HIS ARMS (2 Pages)	Universal

*Pictures featured in *M. P. Daily* advertising during past 6 weeks.



Queues like this take their cues

from LIFE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 112 NEW YORK, U. S. A., TUESDAY, JUNE 10, 1952 TEN CENTS

1000 On Hand For Texas Compo Meet

Screening of Product Is Opening Day Highlight

DALLAS, June 9.—The eyes of the nation's film industry today were upon the 3-day Texas Council of Motion Picture Organizations conference here.

Attracting approximately 1,000 film folk from every strata of the industry from theatre exhibitors and managers to top personnel from the Hollywood studios, the conference shapes up as one of the most all-encompassing meetings of key folk in the business.

Opening day highlights were the screening of clips of important forthcoming product from every studio and individual meetings of the various theatre circuits.

With a running commentary by Eric Johnston, the film production preview at the Palace sparked the enthusiasms of those attending the meet. It forecast an invigorating and revitalizing film season for fall and winter.

The COMPO people came, they

(Continued on page 4)

High Court to Hear Film Carrier Case

WASHINGTON, June 9.—The Supreme Court today agreed to rule whether a film carrier which does all of its business within one state is, nevertheless, engaged in interstate commerce.

Wycoff Co., a film carrier operating out of Salt Lake City, refused to get a license from the Utah Public Service Commission. Even though the points it served were all within the state, it argued that film carrying was interstate commerce. The District Court ruled against the company, but the 10th Circuit Court agreed with it, and the State Commission appealed to the high court.

Flood of Theatre TV Bids Expected

WASHINGTON, June 9.—Many exhibitor applications for new television stations are expected to be filed with the Federal Communications Commission in the next three weeks.

The Commission will start processing applications for new stations on July 1. Most applicants have been waiting to file in the last two or three weeks before the deadline.

Ohio Will Continue To Censor Newsreels Till Law Is Changed

COLUMBUS, June 9.—Censorship of newsreels in Ohio will not be ended until the state law providing for censorship of all films is changed, State Education Director Clyde Hissong, under whose department the State Division of Film Censorship operates, said here.

Hissong expressed his stand in reply to a statement by Eric Johnston, Motion Picture Association of America president, that MPAA is preparing actions to require censor boards to carry out the mandate of the U. S. Supreme Court in the "Miracle" and "Pinky" censorship cases. Johnston referred specifically to Ohio in saying MPAA's first step would be to de-

(Continued on page 5)

British Attendance Down, Gross Steady

LONDON, June 9.—The Board of Trade Journal reports that British theatre admissions for the last quarter of 1951 aggregated 324,301,000, bringing the total for the year to 1,365,036,000 admissions, compared with 1,395,828,000 in 1950.

Despite the approximately 30,000,000 admissions decline, the gross for 1951 was aided by an average admis-

(Continued on page 5)

COURT HOSTILE TO PRIOR CENSORSHIP

Reports Hollywood Progress on 'Reds'

Hollywood, June 9.—Answering questions on a television panel, Representative Donald L. Jackson, a member of the House Committee on Un-American Affairs, said he was glad to report that Hollywood had made substantial efforts to eliminate Communists.

Shift Operations Of 24 WB Houses

PITTSBURGH, June 9.—Twenty-four Warner theatres formerly operated from the circuit's Cleveland office will hereafter be operated from this city, it was disclosed here by M. A. Silver, Warner's zone manager in Western Pennsylvania and West Virginia. The 24 will represent an additional district for the Pittsburgh territory.

The expanded operation includes theatres in Cleveland, Youngstown, Akron, Lima, Sidney, Portsmouth, Massilon, Canton, Lorain, Sandusky, Coshocton, Findlay and Chillicothe.

(Continued on page 4)

Douglas Indicates High Bench Will Be Severe On Such Film Restraint

By J. A. OTTEN

WASHINGTON, June 9.—Supreme Court Justice William O. Douglas indicated today that he is going to be very tough on any prior censorship of film showings.

Douglas today issued a two paragraph statement giving belatedly his reasons for agreeing with the Court last Monday in reversing the conviction of Texas exhibitor W. L. Gelling for showing the film "Pinky." The Douglas opinion not only indicated that he himself would be tough on film censorship laws, but also indicated that he felt that the Court, in its earlier "Miracle" decision, had promised to be very tough on prior restraint.

The first paragraph of today's Douglas statement merely recited the facts in the "Pinky" case. The second said:

"The evil of prior restraint condemned by Near versus Minnesota in the case of newspapers and in Burstyn versus New York in the case of motion pictures is present here (in the 'Pinky' case) in flagrant form. If a board of censors can tell the American people what is in their best interests to see or to read or to hear, then thought is regimented, authority

(Continued on page 5)

Screen Gems to Make 39 TV Films for Ford Motors

Screen Gems, Inc., a completely-owned subsidiary of Columbia Pictures, has concluded a deal to produce 39 half-hour television plays for the Ford Motor Co., it was disclosed here yesterday.

The contract was claimed to be the first ever signed between a national advertiser and a major Hollywood studio for the production of motion pictures specifically for television. The plays, according to a Columbia announcement, will employ "top name movie stars, plus big-name film directors and screen writers."

The deal, negotiated with Columbia and National Broadcasting by the J. Walter Thompson agency representing Ford, calls for the immediate production of the 39 plays, to be presented for 39 consecutive weeks commencing Oct. 2, over 51 NBC-TV outlets.

The title of the program will be "The Ford Theatre" and the sponsor will be the Ford Dealers of America. The films will be produced by Jules Bricken of Screen Gems, and will be filmed at Columbia's studio in Hollywood.

Business Hits New Peak in Australia

The gross intake of the Australian motion picture business in the current fiscal year, ending this month, will exceed the peak year of 1947 by more than $1,000,000, Herc McIntyre, Universal's managing director in Australia, reported here yesterday at a press luncheon for company foreign executives.

McIntyre and Ben Cohn, assistant foreign sales manager; Bert Tonks, Eastern Asia and Far East supervisor, and Saul Jacobs, manager in Panama,

(Continued on page 5)

Loew's, UA Circuit Win 2-Week Delay

A twin two week extension has been granted Loew's by the Department of Justice for ending its partnership interests with United Artists Theatre Circuit in seven theatres.

The new alternative deadlines are now June 23 and June 30. Under the time extension either Loew's must have begun action to end the partnership by June 23 or it must submit a satisfactory plan for terminating the joint interest at the latter date. The previous deadline dates were yesterday and June 16.

NEWS in Brief . . .

The opening address to the International Standards Organization meeting at Columbia University here yesterday was delivered by Don Hyndman, Eastman Kodak executive and former president of the Society of Motion Picture and Television Engineers.

Among the topics of discussion will be worldwide standards on emulsion position in cameras and projectors, for sound track, for apertures, for a definition of safety film and standards relative to projection booths.

•

Eight more speaking engagements have been scheduled for Maurice N. Wolf, field assistant to H. M. Richey, M-G-M exhibitor relations head, starting June 19 when he will appear at the Rotary Club at Athol, Mass. The succeeding dates will be July 10 at the Kiwanis, Terre Haute; July 17 at the Kiwanis, Huntington, Ind.; July 21, Rotary Club, Highland Park; July 22, Rotary Club, Glencoe; July 24, Rotary, Winnetka; July 29, Kiwanis, Elgin, and July 30 at the Rotary, Wilmette, all in Illinois.

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MEXICO CITY, June 9.—Arturo de Cordoba and Dolores Del Rio were named Mexico's top film players of 1951 by the Mexican Academy of Cinematographic Arts and Sciences.

A special award was bestowed upon "Cantinflas" (Mario Moreno). De Cordoba won for his work in "En La Palma de Tu Mano" ("In the Palm of Thy Hand"), produced by Mier y Brooks.

•

"The Grand Slam of Show Business," a story about Eddie Cantor and his 43 years in the entertainment industry, appears in the issue of *Esquire* which is now on newsstands. It was written by Martin Abramson.

June 16 Again Set for Arbitration Meet

The second Industry Conference on Arbitration will open June 16 at the Hotel Astor here as previously scheduled.

Last Friday it was decided at the Motion Picture Association of America board meeting here that a postponement to June 17 would be desirable. Meanwhile, however, after telegrams to that effect had been sent to delegates, the date again was made June 16 because it was recognized that many out-of-town delegates had made traveling and hotel arrangements for that day.

Mrs. Catherine Mulderry

ALBANY, N. Y., June 9.—Mrs. Catherine L. Mulderry, widow of Patrick W. Mulderry, co-developer of film row and mother of Frank J. Mulderry, manager of exchange structures owned by the family, died Sunday at her home. A lifelong resident of Albany, she was active in Catholic charities. Six grandchildren also survive. A requiem mass will be chanted Wednesday at St. Joseph Church.

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, and MRS. BALABAN will leave here for Europe tomorrow aboard the *S.S. Independence.*

•

PHIL REISMAN, vice-president in charge of foreign operations for RKO Radio, and ERNEST EMERLING, director of publicity for Loew's Theatres, will arrive here today from Europe aboard the *S.S. Liberte.*

•

ARCHIE BARISH, Metropolitan New York booker for RKO Theatres, was treated for cuts yesterday when a plate glass window fell on him during the afternoon storm.

•

PANDRO S. BERMAN, M-G-M producer, will arrive here from the Coast today, and will leave tomorrow for Camp Pickett, Va.

•

HOWARD DIETZ, Loew's vice-president in charge of advertising and publicity, has returned here from the Coast.

•

EDWIN W. AARON, assistant general sales manager for 20th Century-Fox, returned here yesterday from Los Angeles.

•

ARTHUR FREED, M-G-M producer, will arrive here tomorrow from Europe and will leave at once for Hollywood.

ROBERT MOCHRIE, RKO Radio sales vice-president, left here for Dallas yesterday to attend the Texas COMPO meeting. NED E. DEPINET, RKO president, will leave today. ALFRED E. DAFF, Universal vice-president and director of world sales; C. J. FELDMAN, domestic sales manager, and F. J. A. MCCARTHY, Southern and Canadian sales manager, will leave here today for the meeting.

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ERIC A. JOHNSTON, Motion Picture Association of America president, called at the White House yesterday to introduce his daughter, ELIZABETH, and her husband, HERBERT BUTLER, to PRESIDENT TRUMAN.

•

CHARLES BOASBERG, RKO Radio North-South sales manager, and SIDNEY KRAMER, short subjects sales manager, have returned to New York following a tour of the company's branches.

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MARION JORDAN, former Latin America supervisor for Universal who has been transferred to Europe, will leave here Friday by plane for Paris.

•

FOSTER M. BLAKE, Universal Western sales manager, left here yesterday for the Midwest.

•

MORRIS HELPRIN of London Films will fly to London from here today.

'Water Birds' Up to True-Life Standard

The high standard of interest, entertainment and production quality established in the Walt Disney True-Life Adventure series earlier, is maintained in his "Water Birds," latest addition to the series, in color by Technicolor.

Contributions by 16 cameramen are included in the "Water Birds" subject. All are expert of their kind, pictorially arresting and skillfully blended with Paul Smith's music and Winston Hibler's narration. Each camera has caught some vital and diverting characteristic of a different water fowl or other bird that finds its sustenance in aquatic life or its equivalent. The birds are photographed in their natural habitat, ranging from the near-Arctic through the temperate to the tropical zones, the color in every instance underlining the beauty of bird and scene.

Ben Sharpsteen directed and Norman Palmer edited effectively. Like its predecessors in the True-Life Adventure series, "Water Birds" is a distinguished addition for any theatre's program. Running time, 31 minutes. Distributed by RKO Pictures. S. K.

Variety Tent for N.O.

NEW ORLEANS, June 9.—Establishment of a Variety Club tent here is under consideration by Louisiana showmen. Gulf States Allied already has announced itself in favor of the plan.

Broidy Off for Pathe Meetings Tomorrow

Steve Broidy, president, and Norton V. Ritchey and Harold Mirisch, vice-presidents of Monogram-Allied Artists, will sail from here for England tomorrow aboard the *S.S. Queen Mary* to confer in London with Associated British-Pathe executives on joint production-distribution plans involving three pictures.

Broidy reported yesterday following his arrival in New York from Secretary of Defense Robert S. Lovett's Washington conference on civilian defense problems, that the three pictures to be discussed include one that is completed and two that are planned. They come under an existing deal between the American and British companies. The completed picture is "Twenty-four Hours," Broidy reported.

The Monogram-AA executives will be abroad about one month. Broidy said it is likely that during that time Ritchey, foreign department chief, will visit the Continent.

Protest Towne Fee

CHICAGO, June 9.—Defendants in the Towne Theatre case who recently were ordered to pay $32,000 additional attorney fees to Towne attorney Thomas C. McConnell have protested the award, handed down by Federal Judge Barnes for the period since the Towne appeal was filed, claiming that the awarding of fees was outside his jurisdiction.

NT Has 30,000 Stockholders

LOS ANGELES, June 9.—National Theatres president Charles P. Skouras informed a weekend meeting here of 200 home office executives, department heads, managers and others that NT will operate 40 theatres after divorcement from 20th Century-Fox June 28 and that its stock will be held by about 30,000 stockholders. Skouras outlined plans for the circuit's operation following the divorcement.

He also announced a new sales drive to start June 29 and run to October 11. Fox West Coast Southern California managers received $36,000 in prizes for their efforts in the recent spring drive.

Predicting a bright future for exhibition, Skouras praised current product, forecast benefits to come from Eidophor color theatre television and assured FWC employes that all insurance, retirement and other benefit plans will be continued.

Henry Sudekum, 96, A Crescent Founder

NASHVILLE, June 9.—Henry Sudekum, aged 96, father of the late Tony Sudekum of Crescent Amusement Co., died Saturday night at the home of his daughter, Mrs. J. M. Currey. Sudekum, who as a newsboy sold papers announcing the assassination of Abraham Lincoln, in 1912, with Tony and Wiley J. Williams, formed Crescent Amusement Co. and opened its first house, the Dixie. Their first theatre outside of Nashville was located in Murfreesboro. The circuit now includes 77 houses.

Although he relinquished his active interest in Crescent to Tony in 1916, giving full time to his bakery business, the elder Sudekum retained a financial interest and was a member of the board of directors until his death. A son, C. M. Sudekum, is associated with Crescent.

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Get your copy from your NSS Salesman or your local NSS Exchange

National Pre-Selling

ONE of the most unusual tieups ever set by a motion picture company is Paramount's nationwide promotion of "The Greatest Show on Earth" by the Phoenix Mutual Life Insurance Co. The very fact of utilizing the film as a basis for selling insurance is novel, and Phoenix has prepared an elaborate sales manual in which all of the circus atmosphere of the Cecil B. DeMille picture is presented. . . . Bing Crosby is planning to make his television debut late this month on a Coast-to-Coast telethon the occasion to raise money to send the American Olympics team to Helsinki this summer. He would act as co-"emcee" with Bob Hope over both NBC and CBS networks, depending on the time cleared. . . . Ronald Reagan, one of the best spokesmen for Hollywood, is a principal speaker at the Texas COMPO conference at Dallas this week, and will go from there to Portland, Ore., to address the annual convention of the Newspaper Guild. He spoke last week in Hartford at the Conference of Newspaper Publishers, and recently addressed the graduating class of William Woods College at Fulton, Mo.

•

The powerful American Medical Association got behind the RKO Pathe two-reel special "Your Doctor" with its full promotion force, for a preview of the film for the 101st national convention in Chicago yesterday, attended by 25,000 doctors representing state and county medical societies throughout the country. The AMA has prepared literature that will reach every practicing physician and a two-page special bulletin is in the mail, preceding the release of the film on June 20.

•

The 200-theatre mass saturation premiere to launch 20th Century-Fox's "Lure of the Wilderness" throughout the South will start July 17 at Waycross, Georgia, gateway to the Okefenokee National Swamp Park, where much of the picture was filmed. John Harrison, city manager for Georgia Theatres at the Lyric Theatre, Waycross, and one of the Quigley Grand Award winners of this year, is active showman preparing for the local premiere.

•

Universal - International's "The World in His Arms" will open in August with the costliest and most extensive national advertising campaign in the company's history, according to David A. Lipton, vice-president in charge of advertising and publicity. The Technicolor adventure romance will be presold in 16 national publications with budgets exceeding any previous U-I film. A wider use of national Sunday supplements is stressed because it permits full color ads in local newspapers. Following the world premiere of the film in Anchorage, Alaska, the Hollywood contingent headed by Ann Blyth will tour Alaska military installations, and on June 29 will return to Seattle for a two-day round of civic events preceding the premiere at the Orpheum, followed by the opening at the J. J. Parker Broadway in Portland, and the San Francisco premiere at the Orpheum on July 4.

WALTER BROOKS

Texas COMPO Meet

(*Continued from page* 1)

say, and they were wholeheartedly encouraged by the product dangled before their eyes. The new product lives up in every respect to the COMPO "Movietime" slogan, "Movies are better than ever."

A friendly and optimistic spirit pervaded the individual meetings of Allied Theatre Owners, Theatre Owners of Texas, Rowley United Theatre Enterprises, Jefferson Amusements Co., Ezell and Associates, and the Independent Drive-in Theatre Owners. Their noon meetings and luncheons were informal and filled with shop talk. Theatre Enterprises held an open forum for a discussion of circuit wide advertising methods presided over by L. E. (Eddie) Forester.

Industry-wise, Ronald Reagan and his wife Nancy Davis sparked proceedings by being early arrivals here Sunday. Reagan, president of the Screen Actors Guild, will address the conference's first general meeting Tuesday morning.

Conference headquarters and all meetings are in the Hotel Adolphus and Variety club rooms.

Reagan has a terrific schedule of appearances. Not only will the SAG president, who brought out the bobby-soxers with his arrival here, be on hand for the general meetings, but he is also booked for the Wednesday luncheon honoring John Rosenfield, celebrating 25 years as amusements editor of the Dallas *Morning News*, also a junior Chamber of Commerce meeting and still another for Ned E. Depinet, president of RKO Radio, who will be honored by the Rotary Club.

Following tomorrow's general assembly, major events of the day will be a special luncheon for Billy Graham, the evangelist, who is keynote speaker for the conference.

Tomorrow's assembly speakers will be L. M. Rise, theatre attorney, Phil Isley, and R. J. O'Donnell, vice-president and general manager of the Interstate Circuit.

From East and West Coast they continue to pour into Dallas for the conference sparkplugged by COMPO which brought "Movietime" into existence for Texas and the nation.

The list of personalities include David O. Selznick, Alice Faye and Phil Harris, Carey Wilson, William Perlberg, president of the Screen Producers Guild and Robert Lippert, while Jane Russell, and Robert Mitchum, George Murphy, and Robert Taylor are due in later.

Invite Rep. Klein to NTFC Meet June 25

The National Television Film Council has invited Representative Klein (Dem., N.Y.), a member of the House committee probing TV and radio program content, to be its guest speaker at the organization's luncheon-meeting here on June 25.

The committee hearings, meanwhile, have been recessed indefinitely. On another front, the NTFC's board of directors is slated to meet today to take up proposals to set up a liaison group with West Coast TV producers to fight government censorship.

Bryant, Lewis in TOA Convention Posts

WASHINGTON, June 9.—Howard L. Bryant, service co-ordinator for Theatre Owners of America, has been placed in charge of all booth sales for the annual TOA convention and trade show in Washington, September 14-18, by A. Julian Brylawski, convention chairman.

Chick Lewis, assistant chairman of the 1951 convention, will serve as TOA's trade show advisor, Brylawski reported.

Lilly Forms Coast Production Unit

HOLLYWOOD, June 9.—Lou Lilly Productions, new television and commercial film producing organization, was formed by the former Jerry Fairbanks, Inc. executive.

Lilly two weeks ago resigned his post at Fairbanks where he was head of the scenario department and production supervisor for some 10 years.

RKO to Distribute 3 Baerwitz Films

RKO Radio has completed negotiations with Samuel Baerwitz Productions for the distribution of three pictures within the next two years, the first will go into production in July, and it is planned to have the other two in production by the end of the year.

WB Theatres

(*Continued from page* 1)

Benjamin W. Steerman will assist in the theatre operation in addition to heading the real estate department. Sidney Jacobs will assume greater duties and Saul Bragin, chief film buyer and head of the booking department, will buy and book for the Ohio theatres. He will be assisted by Marvin Samuelson and Bernie Elinoff of Pittsburgh and Joseph Weinstein of Cleveland.

Advertising and publicity will be controlled by Jacques L. Kahn, while Dick Wright, with headquarters in Cleveland, will be responsible for general operations in Ohio. Under the realignment, local district managers B. F. Moore, Henry Burger and Frank Harpster will take on additional theatres based on the geographical locations of their present districts.

Gehring Is MPAA COMPO Alternate

W. C. Gehring, 20th Century-Fox executive assistant general sales manager, has been named alternate to Al Lichtman as the Motion Picture Association of America representative on the Council of Motion Picture Organizations three-man interim administrative group.

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Australia

(*Continued from page* 1)

were honor guests at the luncheon, which was given by Al Daff, world sales vice-president. Present also were Americo Aboaf, foreign department chief; Al Lowe, new Latin American supervisor; Marion Jordan, European manager, and other foreign department officials.

The new record in Australia, McIntyre said, has resulted from prosperity in the wool industry and inflation.

In contrast, Tonks reported a drop-off in American film business in India, and Jacobs reported the same for Central America. In both instances, the decline was attributed to the departure from those parts of the world of English-speaking troops. Jacobs said French-made pictures are beginning to "swamp" the Central American market.

Tonks said Japanese patrons of American films have increased by 1,000,000 since the end of the war. He reported also the construction of a million-dollar, 1,500-seat theatre in Karachi, Pakistan, by local businessmen.

Tonks said that Soviet productions are sold to theatres in the Far Eastern territory through Russian Embassies, rather than through sales organizations. He described the pictures as "all propaganda."

McIntyre cited the Australian circuits of Hoyts, Greater Union and Metro, for carrying on "magnificent public relations jobs" there for the industry.

Cohn, who returned last week from a four-week trip through South America, reported a theatre building boom there. In Caracas, Venezuela, he said, five new million dollar theatres have been opened in recent months and six new de luxe houses are scheduled to open within the next few months. He added that in the Sao Paulo, Brazil, where there are presently 130 theatres, it is expected that 50 new ones will open in the next two years.

U. K. Attendance

(*Continued from page* 1)

sion price rise from 19.4 pence in 1950 to 20.1 pence. The rise reflected increases in the entertainment tax and the Eady tax becoming fully effective.

Gross box-office receipts for the final 1951 quarter amounted to £27,115,000, bringing the total gross for the entire year to £108,296,000, compared with £105,181,000 for 1950.

During the final 1951 quarter £9,490,000 was paid in admissions tax and £745,000 in Eady tax, representing 35 per cent and 2.7 per cent, respectively, of the gross. Net receipts amounted to £16,880,000 for the quarter, compared with £17,585,000 for the previous quarter. Distributors' percentage of the net amounted to 34.4 per cent, compared with 35.6 per cent in the previous quarter. Exhibition's share of the net was £11,078,000 compared with £11,315,000 in the previous quarter.

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Review

"Diplomatic Courier"

(20th Century-Fox)

AS A SPY MELODRAMA "Diplomatic Courier" rates high in entertainment value. Although done in a familiar framework, the story is sustained and engrossing, the pace crisp and the cast attractive. Showmen should have little difficulty pleasing the customers with this one. Many location scenes were shot in Europe giving the picture an added touch of interest.

Tyrone Power heads the cast as a U.S. diplomatic courier who is sent to Europe to pick up some vital information from a contact there. No sooner does Power reach his man when the latter is mysteriously killed. There ensues a desperate scramble to latch on to the vital information, punctuated by a series of flights and pursuits with assorted bits of skullduggery thrown in.

In the course of Power's exploits he meets two women. First is Patricia Neal, an Indiana girl with healthy, outgoing qualities; second is Hildegarde Neff, a blonde Nordic type who obviously is a spy. As the story takes many melodramatic turns and Power comes in for several beatings by Russian undercover agents, it develops that Miss Neal is the spy and Miss Neff the woman of honest instincts.

Others who figure prominently in this screenplay fashioned by Casey Robinson and Liam O'Brien are Stephen McNally and Karl Malden, the former an intelligence colonel and the latter a tough sergeant.

In due time Power completes his mission and obtains the sought-after information. After that it is another mission Power sets out for, that of rescuing Miss Neff from the vengeance of the Russians and winning her hand.

Henry Hathaway has directed with a sharp sense of dramatic qualities. He also distilled top-notch performances. Casey Robinson produced.

Running time, 97 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

Ohio to Censor

(*Continued from page* 1)

mand that censorship of newsreels be stopped.

Hissong said the question of exempting newsreels from censorship has come up during previous sessions of the Ohio Legislature and "there always has been some question whether a 'March of Time' documentary or newsreel pictures of dancing girls on the Riviera should be considered 'news'."

Any successful action to prohibit newsreel censorship probably would kill all film censorship in Ohio, at least until the 1953 session of the Legislature, Hissong said. He pointed out the censorship board's power is all stated in one law and the Ohio supreme court could only invalidate or uphold the entire section. If it should invalidate the law, he said, film censorship would stop until the Legislature, at its next session, decided whether any measure of censorship should continue.

MPAA reportedly is considering two possible moves to bring newsreel censorship in Ohio to a test. One is to apply for an injunction to restrain the state from censoring reels, the other to exhibit unlicensed reels in the state.

Queen's Film to N.S.S.

LONDON, June 9.—National Screen Service here has obtained exclusive footage of Queen Elizabeth at the annual ceremony of Her Guards trooping the color. It will be used in a 75-foot trailer which will take the place of the National Anthem reel which customarily ends the performance at theatres here.

Arrangements for the film, in Technicolor, were made by Arnold Williams, NSS's London chief.

Sherdeman A Producer

HOLLYWOOD, June 9.—Screen writer Ted Sherdeman has been named by Jack L. Warner, executive producer, to the position of producer, with "The Helen Morgan Story," Warner musical about the singer, as Sherdeman's first assignment.

Katz with Levin

Nathan Katz has joined Jack H. Levin Associates, national survey and checking company, as a member of its research panel. Co-author of the government's "War Profit" series, which analyzed the American corporate economy, Katz formerly served as a professor at New York University where he taught courses in business research.

High Court

(*Continued from page* 1)

is substituted for liberty, and the great purpose of the First Amendment, to keep uncontrolled the freedom of expression, is defeated."

Observers felt this promised that Douglas would oppose practically all pre-showing censorship of films. Even more important, however, was the apparently wide scope Douglas gave to the court's "Miracle" decision.

Will Take More Cases

It will still take many more cases to determine the exact scope of the court's action in the "Pinky" and "Miracle" cases. But the Douglas opinion was taken as another sign that the effect of the "Miracle" case decision will actually be far broader than the "sacrilege" question to which Justice Clark ultimately confined it, and that state censors face an increasingly rough road in Federal courts.

The high court recessed for the summer after today's meeting. It will convene again early in October. At that time, it will say whether it will hear the Justice Department's appeal in the Crescent contempt case, the Federal Trade Commission's appeal in the motion picture advertising film case, and any other cases which may be submitted during the summer.

UA Gets 'Lady Vanishes'

United Artists has acquired the rights to Alfred Hitchcock's "The Lady Vanishes." The first return engagement will begin at the Trans Lux 60th St. Theatre here, following the next attraction after the current "Narrow Margin."

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

U-I President Nate J. Blumberg says:

"We have an exclusive contract with Pathé Labs for the processing of all our black and white pictures. They give us what we want, when we want it."



No processing job is too large for Pathé. None is too small. The *only* requirement is that *each* be of the highest quality. Perhaps *you* would like details on the benefits of an exclusive Pathé contract.

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Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

HELD OVER—A SOLID MONTH!

Fact No. 8 about Magazines and Motion Pictures



Motion Picture advertisements in monthly magazines are assured a minimum holdover of 30 days.

In advertising and at the Box Office, long runs produce the greatest profits.

THE American MAGAZINE

The Family Service magazine for Hometown America

MAGAZINES GO TO 82.5 PER CENT OF THE NATION'S HOMES • *Everybody* READS MAGAZINES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 113 NEW YORK, U. S. A., WEDNESDAY, JUNE 11, 1952 TEN CENTS

Defeat Rental Ceilings In Three Nations

McCarthy Reports Dutch, German, Italian Deals

Success in combatting rental ceilings in Germany, Holland and Italy was reported yesterday by John G. McCarthy, Motion Picture Association of America international division chief, upon his arrival from Europe aboard the *S.S. Liberte.*



John G. McCarthy

McCarthy, who had been in Europe since early April, disclosed also that the West German government gave him its agreement to unrestricted importation of U. S. pictures for another year.

Additionally, the Italian govern-

(*Continued on page 4*)

Exhibitors Cited at Texas Compo Meet

DALLAS, June 10.—R. J. O'Donnell, vice-president and general manager of the Interstate Circuit, keynoted the opening session here today of the Texas Council of Motion Picture Organizations conference with a tribute to Col. H. A. Cole and exhibitor leaders for making the "Movietime, U.S.A." campaigns possible.

O'Donnell also lauded the Texas plan of a "speakers bureau" which has brought the industry message to 150 civic clubs, and he urged the extension of this plan and other plans to keep

(*Continued on page 4*)

Reserve Decision On U, UA Motion

The New York Statutory Court reserved decision yesterday on the petitions of Universal Pictures and United Artists seeking a dismissal of the government suit which would amend the "Little Three" decree.

The amendments sought by the government would bar interlocking directorships and force UA to sell the

(*Continued on page 4*)

Television Competition Short Lived: Jack Warner

LONDON, June 10.—While television, like radio, has a place in entertainment, it has as well weaknesses that testify to the supremacy of the motion picture screen among entertainment media, Jack L. Warner, Warner Brothers production vice-president, declared today in an address before a luncheon-meeting of the British Film Producers Association.



Jack Warner

"We saw television become as exciting for a while as was sound when we introduced it to the motion picture screen," Warner said. "At the same time, however, we were discovering again a factor which is unsurpassed in achieving box-office results. That is none other than a fine motion picture."

In a speech that rang with confi-

(*Continued on page 5*)

Seeks to Prohibit Film Firms from Music Publishing

A petition seeking to bar motion picture companies from engaging in the music publishing field will be argued here in Federal District Court on Tuesday, it was learned yesterday. The petition which would amend the ASCAP decree was filed by the DuBonnet Music Publishing Co.

Perry Alexander, head of DuBon-

(*Continued on page 4*)

Hayworth Only Col. Star Not Available For Ford TV Films

HOLLYWOOD, June 10. — Columbia contract players, with a single exception, will be available for television films to be produced by Columbia's subsidiary, Screen Gems, for the Ford Motor Co., the studio confirmed today. Exception is Rita Hayworth.

Although the Columbia contract list is down considerably from past peaks,

(*Continued on page 6*)

Dietrich, Depinet Are Re-elected

The board of directors of RKO Pictures Corp., meeting here yesterday, re-elected Noah Dietrich chairman of the board, and Ned E. Depinet president.

All other officers were also re-elected, as follows: vice-president, general counsel and secretary, J. Miller Walker; treasurer, William H. Clark; comptroller, Garret Van Wagner; assistant secretary, Joseph J. Laub; assistant treasurer, Edwin J. Smith, Jr.

Rep. Lane Says Production Code Saved Industry from 'Iron-Fisted' Censorship

WASHINGTON, June 10.—Rep. Lane (D., Mass.) told the House today that the film industry adopted the Production Code "just in time to save itself from exile or an iron-fisted censorship."

Lane made the comments in a speech attacking the quality of television programs. He said a similar problem was faced in the early days of motion pictures, but "at least we had fair warning as to what type of programs were showing in the various theatres and could keep our children away from those that were objectionable."

Moreover, he said, public opinion went to work and "the producers were scared into setting up a code of conduct of their own."

The Massachusetts lawmaker admitted that the high cost of good television entertainment was a major problem, and suggested there "must be a combination of better taste and better financing."

He warned that "unless, in the course of hearings now underway, the (television) industry presents a code of decency and convinces us that it will be self-enforced, we shall have no choice but to impose controls." Lane said he hoped the industry would come forward with "a house-cleaning program of its own."

House Commerce sub-committee hearings on radio and TV program content are now in recess. Chairman Harris (D., Ark.) said he expected they would resume next week.

20th to Cut Down on Low Budget Films

Zanuck States Emphasis To Be on Major Product

Twentieth Century-Fox will make a larger percentage of major pic- than ever attempted before and they will be slanted for an international market. Darryl F. Zanuck, production vice-president, declared here yesterday at a press interview following his return from five weeks in Europe.



Darryl Zanuck

At the same time Zanuck revealed he would not personally produce any pictures for the next two years but that he would devote his time to su-

(*Continued on page 6*)

Sales Drive Will Honor Heineman

A United Artists sales drive honoring William J. Heineman, vice-president in charge of distribution, will be launched over the weekend.

The "Bill Heineman Drive," which will run for a 25-week period, ending December 6, is set up on a new basis. All UA exchanges have been classified into three groups based on their grossing potential over the past several years. Under this plan, exchanges of equal sales strength are placed in competition with one another, rather than on a total sales organization basis.

See New Delay in Removing Controls

WASHINGTON, June 10.—The breakdown in the steel wage negotiations and the apparent impasse between Congress and the President with respect to future action to stop the steel strike apparently further darkened the outlook for relaxation of theatre construction controls on July 1, as originally scheduled by the government.

NPA officials said they were certain that if the stoppage persisted much longer, the date would be pushed back at least to October 1.

Personal Mention

SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres at Springfield, accompanied by his wife and son, will leave on July 3 for a three-month European trip.

•

MIKE SIMON, home office assistant to H. M. RICHEY, M-G-M exhibitor relations head, will fly to Santa Fe from here over the weekend to assist GEORGE MURPHY, who will address the New Mexico Theatre Owners convention there next week.

•

SAM KUNITZKY, Montreal branch manager for United Artists, and his wife announce the birth of their first child, RALPH JOHN, in Montreal June 2.

•

DAVID LIPTON, Universal advertising-publicity vice-president, is in Dallas from Hollywood attending the Texas COMPO meet.

•

ABBEY WEITMAN, daughter of BOB WEITMAN, United Paramount Theatres vice-president, this week graduated from Cornell University.

•

GEORGE A. SMITH, Paramount's Western division manager, is in Denver from here meeting with branch manager CLARENCE OLSON.

•

ARTHUR CANTON of M-G-M's exploitation staff is in Canada from here and will visit New England cities later.

•

ORTON H. HICKS, director of Loew's 16mm. department, will address the Kiwanis Club of Waterbury, Conn. today.

•

ROSS DOYLE of M-G-M's home office publicity department returned to his desk yesterday after an operation.

•

HENRI LEISER, television and film producer, has arrived in Vienna, Austria, from New York.

•

TONY FURSELL, formerly with Universal in San Francisco, has joined United Artists in Cleveland.

30 at TOA Regional Conference in Dallas

DALLAS, June 10.—Thirty Texas exhibitors and circuit owners met here yesterday under the co-chairmanship of John Rowley and Henry Reeve in a Theatre Owners of America Southwestern regional conference and grievance panel session, the second such regional to be conducted by TOA since the executive committee made provision for them last year. The first was held several months ago in Atlanta.

Discussions at the conference were devoted to general business conditions, taxation, television competition and other trade topics. Sitting in on the meetings as guests were TOA president Mitchell Wolfson, Robert Wilby of Atlanta, and A. H. Blank of Des Moines.

Wash. 'Post' Wonders If Films Will 'Live Up to' New 'Press-Freedom'

Washington, June 10.—The Washington *Post* today wondered whether motion pictures would "live up to the freedom conferred on them by the (Supreme) Court."

An editorial entitled "Movie Freedom" said the industry in "The Miracle" and "Pinky" cases had won important rounds "in their growth to full freedom from censorship." It pointed out that just where the boundaries of freedom are to be drawn will have to be determined in future cases, but said the importance of the cases was in putting the industry in the communications category, something more than "a business pure and simple." But, the editorial continued, "the important question is how the industry lives up to this new-found freedom.

"The movies have been notoriously cautious in censoring themselves voluntarily through their Production Code Administration," the editorial said, "and they have been notoriously responsive to the prejudices of any group of potential spectators large enough to fill more than a row of theatre seats. Moreover, the producers have been so servile in their genuflections to governmental inquisitors such as the House Un-American Activities Committee that one could not help wondering if they had any desire for independence. The court's recognition that they have come of age is cause for congratulation. We hope they will accept and measure up to the responsibility."

Reisman Confirms Deal with Welles

Following conferences with RKO Radio managers in France, Italy, Germany and Switzerland, Phil Reisman, the company's foreign department sales head, returned to New York yesterday aboard the *S.S. Liberte*.

Reisman confirmed that the company has made a verbal agreement with Orson Welles to distribute "Othello" in the U. S. Welles produced, directed and starred in the picture, which was filmed in French Morocco.

Booth Space Set for Virginia Unit's Meet

RICHMOND, Va., June 10.—Twenty-three equipment suppliers and film distributors have contracted for booth space, displays, program advertising, favors or entertainment at the Virginia Motion Picture Theatre Association summer convention at the Hotel John Marshall here Monday through Wednesday.

Charles Niles, national Allied treasurer, will be one of the main speakers.

$3,673,488 in Rentals from Cuba

WASHINGTON, June 10.—Rentals for U. S. films shown in Cuba in 1951 amounted to $3,673,488, compared to $3,294,406 in 1950, the Commerce Department reports.

Commerce said gross receipts in the Havana area for all first-run films of all countries rose from $3,140,393 in 1950 to $3,927,753 last year. The Department said the advances could be viewed "as a real accomplishment, since it was in 1951 that theatres first met serious competition from television."

K. C. Exhibitor Files $75,000 Trust Suit

KANSAS CITY, June 10.—Frank T. Mountjoy, lessee and operator of the Circle Theatre here from 1936 to 1943, has filed a damage suit for $75,000 against eight majors, Fox Midwest Amusement Corp. and Fox Midwest Theatres, charging that the companies showed favor to theatres affiliated with the two circuits to the detriment of his house.

'Something for Everybody at Movies This Summer,' Reports 'Look' Magazine

Motion pictures will be given an unusual and strong promotion in *Look* magazine reaching newsstands next Tuesday.

A five-page article, entitled "Summer at the Movies," will give a preview of 19 four-star pictures, "consisting of a potpourri of historical epics, freshly slanted Westerns, lighthearted comedies and tinted musicals."

Observes *Look:* "If there isn't 'something for everybody' at the movies this summer, it's not because Hollywood hasn't tried. As the tropical season comes in, film-land is prepared to meet heat waves and political conventions on TV with a score of upbeat pictures that will fill drive-in and air-conditioned theatres over the land.

"In the 19 summer releases, Hollywood spans nine centuries of 'epics'—all in technicolor—and runs from Shaw in a light mood to 'Charley's Aunt.'

"The perenially ingenious and never-say-die entertainment factory—Hollywood—has proved once again that 'movies ARE better than ever!'"

Newsreel Parade

GEN. EISENHOWER'S political talk and action in Koje are current newsreel highlights. Other items include Truman meeting his war buddies and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 48—Eisenhower in the spotlight. President Truman meets war buddies. Haiti honors "Lydia Bailey." UN action on Koje. UN planes blast Korean Reds.

NEWS OF THE DAY, No. 282—Koje report. Korean Reds strafed. Truman and war buddies. Gen. Ridgway honors D-day heroes. Royal spectacle thrills London. Horse racing. Rodeo. Girls are marching.

PARAMOUNT NEWS, No. 85—Queen Elizabeth in historic ceremony. Truman and war buddies. Ike's press conference. Battle at Koje camp. Ridgway leads ceremony at Normandy.

TELENEWS DIGEST, No. 24A—Eisenhower in New York. President Truman in Missouri. Sen. Kerr discusses elections. UN troops in Koje. Game of LaCrosse played in New York.

UNIVERSAL NEWS, No. 563—Koje. Ridgway in Normandy. Truman on parade. Rodeo. Trooping of the color in Britain. Women's recruiting drive.

WARNER PATHE NEWS, No. 87—Koje. Air Force hits Korean Reds. Truman on parade. Eisenhower in New York. Gen. Ridgway in Normandy. British trooping of the colors. Miss California. "The Winning Team" premiere.

Arbitration Group Races Against Time

While the Industry Arbitration Conference Rules Committee is confident its report of arbitration principles will be completed in time for the opening of the second industry conference at the Hotel Astor here on Monday, the plan to supply delegates with copies of the report in advance of the conference has had to be abandoned.

The reason for dropping the plan is that the committee is considerably behind schedule in its drafting work. A few weeks ago the group, which is under the chairmanship of Herman M. Levy, expected to be in a position to submit report copies to the delegates at least a week in advance of the coming conference.

Levy reported yesterday following a meeting of the committee at Theatre Owners of America headquarters here that two members of the Yale Law School faculty now are working with the group as consultants.

Meetings of the full committee or sub-committees will continue today, tomorrow and Friday, Levy said, adding that it is hoped the final draft will be ready at the end of this week. All committeemen are attorneys.

Present at yesterday's committee meeting besides Levy, representing the TOA, were C. Stanley Thompson and Ben Melneker, Loew's; Robert Perkins and Howard Levinson, Warner Brothers; Austin C. Keough, Paramount.

Set RTMA Meeting

CHICAGO, June 10.—The annual meeting of the Radio-Television Manufacturers Association will be held June 23-26 at the Palmer House here.

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"SCARAMOUCHE"

First engagements are terrific. Newark and Jersey City first 6 days top "Show Boat." First 5 days Asbury Park, N. J. beats "American In Paris," "Great Caruso." First 4 days Morristown, N. J. beats "Show Boat," "King Solomon's Mines." First 4 days Perth Amboy, N. J. does "Show Boat" biz and beats "American In Paris." Perfect summer entertainment is M-G-M's spectacular Technicolor adventure starring Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, with Henry Wilcoxon, Nina Foch, Lewis Stone, Richard Anderson.

"LOVELY TO LOOK AT"

Radio City Music Hall sets new all-time Memorial Day high with M-G-M's eye-filling Technicolor Musical, starring Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller, with Zsa Zsa Gabor, Kurt Kasznar. (Pre-release engagement.)

"SKIRTS AHOY!"

Tops the National Box-office Survey in Variety for second successive week. A rollicking Technicolor M-G-Musical starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine.

"SEEING IS BELIEVING!"

AND MORE FROM M-G-M

"PAT AND MIKE" starring Spencer Tracy, Katharine Hepburn, co-starring Aldo Ray, with William Ching. "THE DEVIL MAKES THREE" starring Gene Kelly, Pier Angeli. "IVANHOE" (Technicolor) starring Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams. "THE MERRY WIDOW" (Technicolor) starring Lana Turner, co-starring Fernando Lamas. And other Big Ones.

Texas Meet

(*Continued from page* 1)

the public aware of motion pictures as an exciting industry with a future.

Screen Actors Guild president Ronald Reagan, in his address to the first general assembly, urged greater accuracy in advertising and the abandonment of double features. He suggested that the industry take a lesson from department stores, who offer the ultimate in comfort and convenience.

Says Novelty Wearing Off

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, told the conference he believes the novelty of television is beginning to wear off in the long-saturated TV areas and that, as a result, exhibitors have a good opportunity to win new patrons.

Coyne said stepped-up promotion, with emphasis on old-style showmanship, should be productive under current conditions. "We need more promotion, more advertising and more of the down-to-earth brand of film publicity," he said.

His showmanship prescription came as Texas exhibitors prepared to compete against TV for the first time. The Southwest will be opened to television within the month, it is expected, by extension of the coaxial cable in time to bring telecasts of the national political conventions from Chicago in July.

Mike Rice, speaking for Texas COMPO showmen, announced that annual awards would be given in the following four categories: 1. Studio, for greatest accomplishment toward improvement of entertainment; 2. Producer, writer and director, for outstanding accomplishment; 3. Actor and actress who by personal lives and devotion to the industry are outstanding; 4. Distributor who does best job of publicity and advertising and whose policies are designed to relieve tensions between industry segments.

William J. Hobbs, president of Coca Cola, spoke on public relations at the luncheon, at which O'Donnell was toastmaster. Evangelist Billy Graham urged preachments of the American way and religion in films, as well as the unmasking of communism and honesty in public service.

Afternoon speakers included Carey Wilson, Mitchell Wolfson, John Ben Sheppherd, Robert Lippert and Col. Cole.

Henderson M. Richey, M-G-M exhibitor relations director, also urged expanded showmanship efforts to increase business in addressing a meeting of Texas Allied here today, held in conjunction with the Texas COMPO Conference. Exhibitors, he said, are permitting people to lose the theatre-going habit. The drop in attendance did not occur over-night, he said, but took place as exhibitors lost or neglected the art of showmanship.

A small informal meeting on admissions taxes was held last evening, attended by Marc Wolf, Trueman Rembusch, Abe Myers, William Gehring (for Al Lichtman), Col. Cole, Wilbur Snaper and Wolfson. No conclusions were announced.

Israel Bond Film Shown

"Two Thousand and Three," a new 30-minute film made in Israel by Baruch Dienar, who also wrote and directed it, was shown here yesterday at a special press preview and reception at the Paris Theatre. The film is being released through the State of Israel bond drive.

Newsreelers Confer On Censor Fights

Executives of the five newsreel subsidiaries of the Motion Picture Association of America member companies yesterday held here their first meeting to discuss with MPAA attorneys the possibilities for eliminating by legal actions censorship of newsreels where it exists, particularly in Ohio.

The meeting considered two avenues of approach: (1) exhibiting a newsreel in a theatre without first submitting it to censorship authorities, and, (2), applying for a court injunction to eliminate the censors.

Reserve Decision

(*Continued from page* 1)

assets acquired from Eagle Lion Classics, among other things.

The court, presided over by Judges Augustus Hand, Henry Goddard and Alfred Coxe, directed opposing attorneys to file answering briefs to oral arguments heard yesterday. In addition, the court took up the suggestion of government attorney Harold Lasser and asked him to file the answers to interrogatories procured by the government.

Might Make Ruling

Judge Coxe commented that if the court found that there was sufficient evidence in the answers to warrant an amendment to the "Little Three" decree, the court may make such a ruling.

Appearing on behalf of United Artists was Judge Simon Rifkind, Cyril S. Landau represented Universal. Both argued that the government failed to state where either company has failed to live up to the terms of the consent decree.

Judge Rifkind said that the position of Robert Benjamin as a director of Universal and as a management advisor of UA was not in conflict with the terms of the decree. Louis Phillips' post as assistant general counsel for Paramount was also acknowledged by Judge Rifkind, who said that this, too, was not a violation of the consent decree.

The government's suit was characterized by Judge Rifkind as a "jumbled set" of allegations, none in violation of the decree.

The law firm of Phillips, Nizer, Benjamin and Krim was highlighted in Lasser's rebuttal. He said that answers to interrogatories would show how the law firm "is woven" in and out of various motion picture companies and would support the government's case.

Seeks to Prohibit

(*Continued from page* 1)

net, said the petition seeks "to divorce" the film industry from the music publishing business. He also charged that film companies currently "dominate" ASCAP and have an unfair competitive advantage over independent music publishing firms.

Alexander argued that film companies should be "forced into the open market" instead of setting up subsidiary music publishing firms which are insured of song hits once a song is incorporated in a motion picture.

No Subsidy in New French Pact Plan

Reports that new Franco-American film pact proposals will be issuing from Paris shortly were confirmed in part yesterday by John G. McCarthy, Motion Picture Association of America international division chief, upon his arrival from Europe aboard the *S. S. Liberte.*

One such proposal which McCarthy recently discussed "informally" with French government officials would reduce American picture imports from the present 121 per year to 108, and provide for remittance of approximately $4,000,000 in past and current film earnings. Unlike some of the earlier French counter - proposals, which recently were withdrawn, this new plan would not require American distributors to subsidize French producers in any way.

Will Return Soon

It is expected that McCarthy and Eric A. Johnston, MPAA president, will return soon to Paris for a resumption of negotiations. The talks are tentatively set to resume there the end of next week. McCarthy reminded that Johnston has been filling the key role in the negotiations with the French. He said that Gerald L. Mayer, former MPAA foreign department executive now attached to the American Embassy in Paris, has been acting in behalf of the State Department in the negotiations.

McCarthy will meet soon with distribution foreign managers to report on his two-month European trip. The managers' assistants yesterday met for what was described as a "routine" rundown on the foreign market.

Johnston, State Dept. Officials Confer on Film Problems Abroad

WASHINGTON, June 10. — Motion Picture Association of America president Eric A. Johnston discussed the industry's foreign problems at a luncheon-meeting today with five top State Department officials.

MPAA aides said that the discussion covered "the entire world, and no particular stress was laid on any one country." Presumably, however, the French talks came in for considerable mention.

The State Department contingent was headed by Under-Secretary David Bruce. It also included Harold Linder, Deputy Assistant Secretary for Economic Affairs; John M. Leddy, Acting Director of the Office of Economic Defense and Trade Policy; Herman Barger, of Leddy's staff, and Coulton Hand, Department film expert.

MPAA officials at the meeting, besides Johnston, were vice-president Joyce O'Hara and economist Griffith Johnson.

Agree on Revisions Of Film Raw Stock

All nations participating in the International Standards Organization's meeting at Columbia University have agreed on minor revisions of the standards covering film raw stock for release prints, taking into account the improved characteristics of new low-shrink film.

British delegates suggested that all other contries consider a simple method worked out in England for testing the burning characteristics of film.

Says Spanish Deal Is Fully Operative

All aspects of the new Spanish-American film agreement now are operative, John G. McCarthy, Motion Picture Association of America international division chief, reported here yesterday upon his return from Europe.

Spanish import licenses have been issued to several U. S. companies, and the "special situation" involving United Artists and Republic has been settled through tie-ins by those companies with Spanish distributors, McCarthy said.

U.K. Weighs Action On Quota Defaults

LONDON, June 10.—Consideration is being given to prosecuting certain first feature quota defaulters, the Board of Trade told questioners in Commons today.

The Films Council, it was stated, has cited 55 cases out of 105 first feature defaulters already examined, as appearing not to warrant being granted quota relief. Consideration now is being given to which of these cases is best suited to prosecution. Meanwhile, an investigation of supporting program defaults is continuing, it was stated.

The Board of Trade spokesman was asked by Labor M.P. Woodrow Wyatt what is being done about quota defaults by M-G-M's Leicester Square Theatre which, he said, has shown only one British film in the last two years. Wyatt was told he would have to put the question formally on the House Order Paper to receive a reply.

Answering another Labor Member questioner, Chancellor of the Exchequer R. A. Butler said the cost of importing American films for the first quarter of this year was £207,000 ($579,600), and the cost of film imports from other non-sterling countries was £172,000.

McCarthy Reports

(*Continued from page* 1)

ment was persuaded to shelve indefinitely its plans to impose on American film companies' everyday business transactions taxes that would cost the distributors as much as $1,000,000 a year, McCarthy reported.

The victories against rental ceilings were as follows:

(1) All rental ceilings in West Germany are to be eliminated.

(2) The Dutch government and the Bioscoopbond agreed to raise the rental ceiling on U. S. pictures in Holland from 32½ to 40 per cent. This marks the first American gain of its kind in Holland.

(3) The Italian government agreed to suspend the regulation which would establish a rental ceiling in that country.

McCarthy said negotiations will continue with the West German government on the question of remittances.

Hodiak in 'Battle Zone'

HOLLYWOOD, June 10.—Allied Artists executive producer Walter Mirisch has signed John Hodiak for the lead role in "Battle Zone."

Theatre TV Looms As Medium for IBC Marciano Bout

The possibility that theatre television is in line for the next big International Boxing Club event—the June 28 Rocky Marciano-Harry Matthews heavyweight bout—loomed here following a conference between Nate Halpern, Theatre Network Television president, and Jim Norris, IBC president.

Halpern, seen outside the local office of Norris, was asked whether TNT was interested in booking the heavyweight contenders' bout. He declined to comment.

However, Jack Hurley, Matthews' manager, said he favors a theatre television deal like the one IBC arranged for the Sugar Ray Robinson-Joey Maxim fight on June 23. Hurley said he would prefer not having the bout on free home television.

Meanwhile, TNT has sent each theatre carrying the Robinson-Maxim light heavyweight title bout on June 23 a basic promotion kit containing material for local publication and exploitation, in addition to pictures, biographies and ring records of the fighters. Also, TNT has included some guidance and advice based on the experience gained in last summer's TNT fight series.

Already Largest Network

The number of theatres carrying the event is expected to be announced by TNT tomorrow. Field reports, however, already indicate that the event will attract the largest theatre TV network in the history of the medium, with some 25 theatres already announcing plans to participate.

In Albany meanwhile, Fabian's Grand has begun advertising on the sports pages that it will carry the Robinson-Maxim fight. Tickets are on sale at the Grand, Palace and Leland. Admission will be scaled at $2.98, including tax.

In Boston, the admission price at the Pilgrim Theatre will be $3.60 for the orchestra and mezzanine, with these seats reserved, and $2.40 for unreserved seats in the balcony. Loew's State will charge $2.50 for all seats except the loges, which are to be priced at $3.60.

All field reports indicate that admission prices will be scaled higher than for most previous theatre TV fights with $2.40 the average.

The Robinson-Maxim fight films will be produced and distributed by Joe Roberts.

Halpern will leave here today for Kansas City where he will address the meeting of Fox Midwest theatre managers tomorrow on theatre television programming.

Buys 8,000 Runyon Stories for TV

HOLLYWOOD, June 10.—Independent producer Howard Welsch today closed a deal with King Features Syndicate for television rights to 8,000 Damon Runyon stories and seven Runyon books. Welsch will make 39-half-hour pictures for the first year, starting the first 13 August 1 with a budget for these set at $250,000. Deal was conducted by William Morris Agency and contemplates the use of free lance players serviced by the agency. Beginning in 1953, the series will go to full hour lengths.

Television--Radio

Comment and Opinion

THE NETWORKS' DETERMINATION to fill that big film void and get into production themselves in one way or another is emphasized by the announcement of the three-way deal between the Ford Motor Co., NBC and Columbia Pictures. Columbia's TV subsidiary, Screen Gems, is to turn out 39 half-hour plays which will be shown over NBC starting October 2. The series, to be produced by Jules Bricken, will be called "The Ford Theatre."

The arrangement sets an important precedent and may well spell the entry of other networks and sponsors into the TV film production field where a number of the major studios have already indicated lively interest. Universal, through United World, has TV production going on now, and 20th-Fox is discussing plans. If TV is to go into film production on a large and ambitious scale, it is only logical that it should look to Hollywood to do the job.

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One of the many new shows making its summer bow over TV during the past week was NBC-TV's "Saturday Night Dance Party" which on its opening night, last Saturday, featured Ray Anthony's orchestra and the permanent "m.c." Jerry Lester. Lester worked hard to get laughs and there were variety acts as a concession to those who stuck with the show for the full hour, but in the main TV was best served when Anthony's band went through its numbers in simple and effective fashion. "Dance Party" is a fine idea for a Saturday night. It would be even better were its m.c. to remember that the quick punch line is more effective than the long drawn-out routine. George McGarrett and Hal Janis produce and Greg Garrison directs.

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It must have taken a certain amount of courage to take over direction of CBS-TV's "Studio One" which Worthington Miner had built into the pace-maker of TV drama. And it must be a source of great satisfaction to Donald Davis, producer of "Studio One" since mid-April, to know that not only has he followed in Miner's footsteps, but the show has grown in stature and gained added value since he took over. Davis produces the series with his wife, Dorothy Mathews, which makes the talented couple the only husband-and-wife producing team in TV. Son of Pulitzer Prize-winning playwright Owen Davis and a successful writer and playwright himself, Davis first "discovered" television in 1939 when one of his father's plays was put on the air. He served in the Coast Guard during the war, returned to Hollywood writing and then headed for New York where the Davises produced "Actors' Studio," a Peabody Award winner. Always close to CBS, Davis was that network's executive producer of dramatic programs when he was assigned to the responsible "Studio One" job.



Donald Davis

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When it comes to staging songs, few shows can compare with NBC-TV's "Your Hit Parade" which, week after week, brings the nation's top tunes to the audience, performed imaginatively and with the kind of skill that makes for real entertainment. All performers, including the charming Dorothy Collins who does equally well in songs, dance routines and selling Lucky Strikes, deserve applause, and so does Raymond Scott and his orchestra. Each song is a production number in itself and is given the kind of elaborate and yet tasteful treatment that makes it come alive on the TV screen.

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Hollywood will be watching with interest the results of an experiment on the RCA Victor Show Friday. Starring Ezio Pinza in his final telecast of the season on NBC, the program was photographed on location at San Juan Capistrano, using TV instead of film cameras. Director Sid Smith and producer Ted Mills edited footage while the shooting was going on. The idea has been discussed by film studios but never put into actual practice.

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Milton Berle's fourth annual NBC television marathon for the Damon Runyon Memorial had the punch of former years. . . . The *Herald Tribune's* Hy Gardner starting a new radio show on NBC Friday. . . . NBC's popular Chamber Music Society of Lower Basin Street shifting to TV June 15. . . . Danny Thomas' farewell show made one look forward to fall and his return to TV.

FRED HIFT

Color Newsreel of Coronation Slated

London, June 10. — The forthcoming Coronation of Queen Elizabeth will be filmed in the new Warner-Color for Warner Pathe News, Jack L. Warner, Warner Brothers production vice-president, disclosed here today in an address before the British Film Producers Association.

"We see a day," he declared, "when the screen will be entirely in color, almost without exception—features, short subjects and newsreels."

Jack Warner

(*Continued from page* 1)

dence in the soundness of the film industry and assurance of its continued leadership, Warner pointed out that "the various competitions that rise and fall and plague us for a while are interesting briefly, diverting briefly. They make inroads for a short spell. But they never have the penetrating, pervading reach of the motion picture theatre screen. And they benefit us by stimulating greater effort to meet the new competition."

Some 300 industry and governmental leaders of Britain heard the American production executive describe the 50-year history of motion pictures as only a curtain-raiser to the future. Tomorrow Warner will be guest speaker at the monthly meeting of the London Cinema Luncheon Club, with Carl Stack, WB's London sales director, in the chair.

Warner's address was laden with expressions of international goodwill. He said his company is not affiliated with Associated British Pictures Corp. "for commercial reasons alone. We believe we could be of some help to a country, which with ours, is still the hope of the world."

He paid tribute to the late John Maxwell, one of the founders of ABPC. "The affiliation of ABPC and Warner Brothers," he said, "has helped this industry of ours move further along its road of progress, bringing together as it does such men as Sir Philip Warter, Dr. Eric Fletcher, Arthur Abeles, C. J. Latta, Jack Goodlatte, Robert Clark, Edward Maloney, J. H. McDonald, Vaughan Dean, and many others. I know that both companies have gone forward since we joined forces for the good of all."

Warner announced that he is in London to inaugurate preparations for several more productions for future filming in cooperation with ABPC. These will include Errol Flynn in "The Master of Ballantrae" and Burt Lancaster in 'His Majesty O'Keefe."

He paid tribute also to Max Milder whom he described as "an old-time, early Warner associate, who always believed with us that the tomorrows of our business would be better than the todays."

The predominance of color films in the future was forecast by Warner. He pointed out that Sir Philip has sent technicians to Warner's Burbank studio to study the new Warner-Color process.

Zanuck Prescribes European Visits

More producers should go to Europe occasionally, in the opinion of Darryl F. Zanuck, 20th-Fox production vice-president.

"Sometimes a producer can see Hollywood better from Paris than from Sunset Boulevard," he said in pointing up the importance of the foreign market.

20th to Cut

(*Continued from page* 1)

pervisory capacities and story material. He asserted that in the light of the roster of major pictures coming up he "could serve the corporation best" by this action.

"We have come to the conclusion that the only way of defeating the downward trend of attendance is by concentrating on important subjects. I am convinced low budget pictures, made as such, can add nothing to the future of this industry," he said.

Stresses Foreign Market

Zanuck stressed the importance of the foreign market and added that a large international audience awaits the pictures that deserve them. As an example of the nature of the forthcoming program Zanuck cited several pictures, headed by "The Robe," which he called the most important undertaking in the company's history. It goes into production around October. Zanuck will fly to the Coast today to supervise the final editing of Ernest Hemingway's story, "Snows of Kilimanjaro," which he produced.

Other forthcoming pictures include "My Cousin Rachael," Irving Berlin's "There's No Business Like Show Business," "Call Me Madam," "Gentlemen Prefer Blondes," "Stars and Stripes Forever," "Tonight We Sing," "President's Lady," "Way of a Gaucho," "What Price Glory," "Les Miserables," "Monkey Business," "Lure of the Wilderness," "Pony Soldier," "Baghdad on the Subway," "Man on the Tightrope," "The Farmer Takes a Wife" and "Niagara."

Zanuck said he believes that great motion pictures can be made at intelligent cost without harming the quality of entertainment. "We believe that the price factor today is as important as subject matter. We are in business to stay in business and we can only stay in business successfully if we can make a program of the type listed and make them at a sensible price."

The company will produce around 30 pictures in 1952, compared to 37 in 1951, Zanuck declared. Of the group enumerated above, 13 will be in color.

At the interview, Charles Einfeld, advertising-publicity vice-president, pointed out that the production schedule has nothing to do with the release schedule, which may be as many or more than last year. Einfeld also revealed that "Snows of Kilimanjaro" will have premieres in every principal capital in the world around Thanksgiving.

Zanuck said the company plans some pictures on a participation deal with the principals. He said the company has no plans for films for television. The domestic gross of "David and Bathsheba" will be between $6,000,000 and $7,000,000, he disclosed.

Review

"Lady in the Iron Mask"

(*Wanger-Frenke—20th Century-Fox*)

A SWASHBUCKLING COSTUME DRAMA based on Alexander Dumas' "The Three Musketeers" is a picture sure to bring in the youngsters and the family. Walter Wanger and Eugene Frenke have put into their production some sweeping outdoor action and adorned it in color by Natural Color. The story is one that gallops all over France, turning up considerable feats of derring-do, swordplay and intrigue. Lest there be doubts, it is all done in the strictly formula pattern.

Louis Hayward plays the dashing, courtly leader of the three musketeers while Patricia Medina is seen in the dual role of the twin princesses. As the story opens it is learned through flashback that at a time when all of France was awaiting a new heir, twin daughters were born to the King and Queen, creating a crucial situation in which there was no clear-cut succession to the throne. One princess was ordered banished. It is now many years later and Hayward learns of the princess languishing in a dungeon behind an iron mask.

Hayward and his musketeers, Alan Hale, Jr., Steve Brodie and Judd Holdren ride roaringly to the rescue. Their freeing of the princess and their subsequent clashes with the powers of evil round out 78 minutes of standard excitement. The dilemma of the twins is neatly solved too. One ascends to the throne and the other goes off to a happy marriage with Hayward.

Al Zimbalist was executive assistant to the producers, and Ralph Murphy directed, from the screenplay by Jack Pollexin and Aubrey Wisberg.

Running time, 78 minutes. General audience classification. June release.

MANDEL HERBSTMAN

'Upheaval' Rumors Scotched by Zanuck

Rumors of "upheaval or radical changes" in the company personnel were vigorously denied by Darryl F. Zanuck, 20th Century-Fox production vice-president here yesterday.

He said there was no change in the status of Lew Schreiber, his executive assistant. Joseph M. Moskowitz, vice-president and Eastern studio representative, will go to the Coast as one of Zanuck's executive assistants, but will continue to maintain his New York office.

Zanuck also denied reports that producer Leonard Goldstein, recently resigned from Universal-International, was going to 20th-Fox.

Zanuck clarified the status of Sol Siegel as "coordinator of musical films" for the company. He will either produce musicals or producers will work in association with him, Zanuck said.

George Waldman in Independent Field

George J. Waldman, former United Artists sales manager for the New Jersey and Albany territories, announcing plans for entering the independent distribution field, also disclosed that he has finalized arrangements with Producers Representatives, Inc., for the distribution of their film, "Latuko," for the New Jersey-Delaware area.

Baltimore Tax Hearing

BALTIMORE, June 10.—The legislative committee of Allied of Marlyand, is scheduled for a hearing before the local Board of Estimate tomorrow for repeal of the one-half of one per cent amusement tax. Exhibitors are carrying on a real fight to get rid of the tax. C. Elmer Nolter, Jr., of Durkee Enterprises, is chairman of the committee.

$5,650 Record for 'Team'

SPRINGFIELD, Mo., June 10.—A five-day record gross of $5,650 for Warner's "The Winning Team" at its world premiere engagement at the Gillioz Theatre here is claimed, following a record opening day's gross of $2,349 at the Gillioz and $2,174 for a twin premiere at the Fox.

Chi.'s Grand Asks for Decree Exemption

CHICAGO, June 10.—The Winston Theatre Corp., a subsidiary of RKO Theatres, has asked the Federal District Court here for a ruling exempting the Grand Theatre, in downtown Chicago, from the provisions of the Jackson Park decree. The Winston Corp. is being represented by George Segal of the firm of Arvey, Hodes, and Mantenband.

Elsewhere on the legal front, attorney Thomas C. McConnell, representing the Jackson Park Theatre, has filed an answer to the Balaban and Katz petition requesting permission to bid for extended first runs on four pictures to be released here this summer, with the right to exhibit the first two for which they bid successfully. The four pictures are "Lovely to Look At," "Ivanhoe," "Because You're Mine" (all from M-G-M) and "Jumping Jacks," the latest Martin and Lewis feature from Paramount. Judge Igoe has set the hearing for Thursday.

Crosby in TV Debut

HOLLYWOOD, June 10.—Bing Crosby is planning to make his television debut on Saturday evening, June 21 on a proposed Coast-to-Coast telethon to raise money to send the American Olympics team to Helsinki this summer. He would act as master-of-ceremonies along with Bob Hope.

Ford TV Films

(*Continued from page* 1)

Broderick Crawford, John Derek, Audrey Totter and Donna Reed are among those who will become available to Screen Gems.

Columbia first relaxed its non-television clause in its player contracts during "Movietime U.S.A." tours last year, when Crawford and other male stars were freed to make television appearances in various cities, although feminine players were not. They are now.

Since then Columbia has used players, production people, and even department heads on television to plug local openings. From the company's viewpoint, furnishing contract players to Screen Gems is not essentially different than authorizing television appearances.

$280,000 39-Week Net for Columbia

Columbia Pictures yesterday reported estimated net earnings of $280,000 for the 39 weeks ended last March 29, compared with $967,000 for the same period a year ago. Estimated earnings were equal to 11 cents and $1.12 per common share, respectively.

Operating profit for the period ended last March was estimated at $360,000, against $1,657,000 in the 1951 period. Estimated provisions for Federal taxes were $80,000 and $690,000.

Ray and 'Heart' Top New York 1st-runs

The combination of Johnnie Ray on stage and "The Wild Heart" on the screen at the Paramount here is racking up outstanding business for the second week, with a big $128,000 forecast. Most other New York first-run theatres, however, felt the effect of the first warm, balmy weekend in six weeks as thousands traveled to the beaches and countryside to take advantage of sunny skies.

"Lovely To Look At," current at Radio City Music Hall, is expected to do a lively $125,000 for its second stanza. "Diplomatic Courier" bows in at the Roxy Friday, replacing "Lydia Bailey," which is due to hit a fairly nice $50,000 for its second week.

Holding up well is "Walk East on Beacon" at the Victoria where a sturdy $25,000 is seen for the second inning. "Red Ball Express" at the Criterion is expected to do a moderate $13,500 for its last nine days of a second week, a figure which is on the slow side compared to the previous week's $22,000. "Red Planet Mars" bows there on Saturday.

A satisfactory $10,000 is due for the fourth week of "Outcast of the Islands" at the Astor, while a rather slow $9,000 is indicated for the opening and final week of "Young Man With Ideas" at the Globe, where "Carson City" will have its premiere on Friday.

'Fighter' Unexciting

At the Mayfair an unexciting $9,500 is forecast for the second week of "The Fighter." A fair $16,000 is predicted for the second stanza of "Skirts Ahoy!" at the Capitol, while a moderate $11,000 is seen for the second week of "The Girl in White" at Loew's State.

Among off-Broadway houses, "Man in the White Suit" is doing top business at the Sutton, with $11,000 due for its 10th week. A very good $8,000 is expected to be racked up by "Actors and Sin," which just completed its second week at the Park Avenue. Also doing well is "Encore" at the Normandie where $8,000 is forecast for its 10th week.

The trilogy, "Ways of Love," containing the controversial "The Miracle" story, returns to the Paris Theatre Monday, replacing "Under the Paris Sky," which is expected to bow out with a fairly nice $5,500 for its fifth week. "Never Take No for An Answer" is due to hit a fair $4,700 for its sixth week at the Beekman.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 114 NEW YORK, U. S. A., THURSDAY, JUNE 12, 1952 TEN CENTS

MPA to Fight Censors In Legislatures

Aims at Repeal of Laws; Attack Is Now 3-Pronged

The Motion Picture Association of America yesterday commenced what will be a continuing investigation into prospects for defeating film censorship on yet another front, namely, in the state legislature.

This means that Eric A. Johnston, MPAA president, has called for a three-pronged assault on prior restraint censorship. He already had asked the Association's staff to look into two avenues of approach through the courts: (1) the instigation of a test case by exhibiting a newsreel in a theatre without first submitting it to existing censorship authorities, and (2) applying for court injunctions to deprive censors of their control.

It was learned following an MPAA staff meeting here yesterday that con-

(*Continued on page 5*)

Ford TV Films Will Be Owned by Col.

HOLLYWOOD, June 11. — Columbia Pictures will retain ownership of the telefilms to be sponsored by the Ford Motor Co., with the latter taking first-run television and option for subsequent use. Under the contract concluded Tuesday, the studio stated today, the producing company may lease

(*Continued on page 5*)

Monogram 39-Week Profit Up $100,000

Hollywood, June 11. — A profit of $365,058 for the 39-week period ending March 29, 1952 was earned by Monogram Pictures Corp. and its subsidiaries, president Steve Broidy announced here today before sailing for Europe. The figure compares with $258,118 for the corresponding period the year before. Gross income, after eliminating inter-company transactions, amounted to $6.680.956 for the 39-week period, which compares with $6,351,802 for the same period last year.

Texas Compo Meet Affirms Need to Repeal 20% Tax

DALLAS, June 11.—One thousand key industry men were unified in their determination to see the repeal of the 20 percent Federal admission tax through in the final day of the Texas Council of Motion Picture Organizations conference here.

Producer William Perlberg, in his address to the meeting, stressed the pioneer, adventurous spirit in film production and urged exhibitors not to fear films which fail at the box office, because from such experimentation great pictures come.

He pointed out the need of pre-selling pictures and emphasized the fact that a year's hiatus in publicity of particular films exists between production and release. Perlberg said that the 400 features produced annually are handled as 400 separate products and perhaps an over-all campaign would help sell them. The prestige of writers, producers and directors should be exploited by the industry, Perlberg added.

Both Abram Myers of Allied States

(*Continued on page 4*)

Selznick Returns to Production in Fall

Dallas, June 11.—David O. Selznick told those attending the afternoon session of the Texas Council of Motion Picture Organizations conference here that he was returning to production this fall. Selznick, who has not produced a film for a considerable period, did not elaborate on his plans.

Warner Advocates Big Color Films

LONDON, June 11.—Jack L. Warner, vice-president and production head of Warner Brothers, told the monthly meeting of the London Cinema Luncheon Club here today that he is convinced the industry's future is assured if production of run-of-the-mill pictures is abandoned and fewer and bigger pictures, in color, replace them.

Warner, as the club's guest of honor, spoke informally to a record attendance. Stating that film producers have their share of headaches trying to find acceptable talent, Warner asked how television will be able to find sufficient good talent for its continuous day and night programs on a

(*Continued on page 4*)

Kuller Devises New Film Finance Method

Independent producer Sid Kuller reported here yesterday that he has devised and experimented with "a new fiscal formula for independent production" that has been favorably received by the California Bank of Los Angeles, an institution which, he added, had been "out of the picture business" for a decade.

Kuller applied the formula to the financing of "Actors and Sin," which he co-produced with Ben Hecht for United Artists release. Crux of the prescription set up by Kuller is that actors and technical talent forego salaries in favor of receiving later a

(*Continued on page 4*)

CBS Petitions for UPT-ABC Decision

WASHINGTON, June 11.—Columbia Broadcasting System told the Federal Communications Commission today that a speedy decision on the proposed merger of American Broadcasting Co. and United Paramount Theatres would help achieve nationwide competition among television networks.

CBS filed a statement in support of an ABC-UPT request, made earlier this week, that the merger issue be severed from other issues in the catch-all Paramount hearings, and decided promptly.

A long delay would not only adversely affect ABC by depriving it of needed capital, CBS said, but would

(*Continued on page 4*)

NTFC Sets Up Unit To Combat Attacks

A three-man executive committee has been set up by the National Television Film Council to cooperate with West Coast TV producers in fighting government regulation of TV programming, it was disclosed here yesterday.

Those named to the committee include Mel Gold, NTFC president; Arche Mayers, chairman of the board, and Sydney A. Mayers, newly-elected board member.

The group was formed in response

(*Continued on page 4*)

Depinet Calls Ticket Tax 'Most Onerous'

Says Industry Has Been 'Penalized' by 20% Levy

DALLAS, June 11.—The 20 per cent Federal admission tax was characterized here today by Ned E. Depinet, RKO Pictures president, as "the most onerous sales tax ever imposed on any American business."



Ned Depinet

Depinet, speaking at a Dallas Rotary Club luncheon given in his honor at the Hotel Baker, said the motion picture industry has been "penalized" by the admission tax, instead of being rewarded for its role as an entertainment medium, a business stimulant,

(*Continued on page 4*)

FCC Radio and TV Hearings June 25

WASHINGTON, June 11.—A House Commerce sub-committee investigating radio and television program content has decided that the radio and television industry would have a chance to give its side of the story at public hearings on June 25 and 26.

Committee officials said testimony would come from hte National Association of Radio and Television Broadcasters, the Television Code Review Board and from the major networks. Present plans are not to hear individual broadcasters.

Members of the FCC may give testimony between now and the 25th, it was stated.

MGM Hikes Shorts Schedule to 46

M-G-M's short subject program for 1952-53 will total 46 subjects, an increase of four over this year. Sixty-eight per cent of the product will have color by Technicolor.

A new series, "Prophecies of Nostradamus," will account for the additional four subjects.

Personal Mention

ARTHUR B. KRIM, president of United Artists, returned to New York yesterday from the Coast.

•

FREDRICA EIDELSBERG, secretary to CHARLES E. MCCARTHY, Council of Motion Picture Organizations director of information, will sail from here on Sunday with EMILY BERK of M-G-M's Robbins Music Co., for Haiti, Cartagena and Jamaica aboard the *S.S. Ocean Monarch.*

•

SALLI FISHER, secretary to WILBUR SNAPER, president of national Allied, will sail from New York on Saturday aboard the *S.S. Queen of Bermuda* for a week's vacation in Bermuda.

•

JOSEPH VOGEL, Loew's vice-president, will fly to Europe from here on Sunday on a combination business and pleasure trip.

•

PINCUS SOBER of M-G-M's legal staff will leave here today by plane for San Francisco and Los Angeles and will return on June 30.

•

MORTON MEYERSON of the 20th Century-Fox art department announces the birth of a daughter, SHELLEY RACHEL.

•

JOSEPH A. WALSH, head of branch operations for Paramount, is in Cincinnati today and will return here on Monday.

•

GEORGE WELTNER, president of Paramount International, will leave here next week for a tour of Europe.

•

WOLFE COHEN, Warner Brothers general foreign manager, will leave here for Europe on June 25.

•

WILLIAM GADDONNI, M-G-M manager in Kansas City, is in New York from that city.

•

ARTHUR HORNBLOW, JR., M-G-M producer, is scheduled to leave here for the Coast tomorrow.

•

CHARLES LOWE, Hartford district sound engineer for Warner Theatres for the past 17 years, has resigned.

•

HARRY COHN, president of Columbia Pictures, is expected here from the Coast today.

Kefauver at 'City' Premiere Tuesday

Sen. Estes Kefauver will headline the Children's Hospital benefit premiere of "The Captive City" at the Ontario Theatre in Washington on Tuesday evening, it was disclosed here by Francis M. Winikus, national director of advertising-publicity for United Artists.

"The Captive City" is the first feature film in which the Senator has appeared. Compensation for his appearance was donated to the Cordell Hull Foundation for World Peace, it was said.

Drop Motion for Judgment Against National Screen

PHILADELPHIA, June 11.—Motions for summary judgment brought by counsel for independent poster-renters in cases affiliated with Lawlor and Pantzer against National Screen Service and major distributors, were withdrawn yesterday by plaintiff's counsel after argument before Chief Judge Kirkpatrick of Federal District Court here. The action charges monopoly.

Judge Kirkpatrick, during the argument by plaintiff's counsel, observed his reluctance to entertain such a remedy as summary judgment, saying that the Appellate Courts had time and again disapproved of summary judgment whenever any material fact is disputed and reversed such drastic remedy in favor of a trial on the merits. Judge Kirkpatrick indicated that it appeared to him there were issues in the case which should be determined by a trial, and that the summary judgment which plaintiff sought could not be granted. The Court added that, even if such a remedy were granted, a reversal would very likely follow and all parties would be delayed a long time.

In response to these observations, plaintiff's counsel stated that he was ready to withdraw the motions against National Screen and the distributors for summary judgment. With the approval of Judge Kirkpatrick a date was fixed for a trial before a jury, to begin November 19. Earl Harrison appeared as counsel for the distributing companies, and Louis Nizer and Walter S. Beck appeared for National Screen Service.

Martin Circuit to Seek TV Permit

WASHINGTON, June 11—Martin Theatres in the South will shortly ask the Federal Communications Commission to grant it a license for a TV station at Columbia, Ga.

Another exhibitor application in the offing will be for a station at Chattanooga, Tenn. This application will be filed by Southern Television, Inc., in which Moses Lebovitz and Jay Solomon of Independent Theatres, are leading stockholders.

Many exhibitor applications for new TV stations are expected to be filed in the next two or three weeks. The FCC has said it would start processing applications on July 1.

KATO Sets Directors Nominating Group

LOUISVILLE, June 11.—Kentucky Association of Theatre Owners nominating committee has been named, consisting of W. E. Horsefield, Morgenfield; D. Irving Long, Louisville; A. N. Miles, Eminence; Bob Enoch, Elizabethtown, and KATO president Guthrie F. Crowe. It will nominate director candidates for the ensuing year.

Balloting will be by mail, with the ballots to be counted on July 11. At that time the directors will elect officers.

'U', Decca Answers Due by Sept. 15

The deadline for answers to the minority stockholder's suit against Universal and Decca Records has been postponed from June 15 to Sept. 15.

The suit, filed by Universal stockholder Mrs. Florence Long in New York Supreme Court, attacks the proposed merger of the two companies, charging that Universal stockholders would be harmed by the projected merger.

The reasons for the new delay, according to A. L. Pomeranz, Mrs. Long's attorney, is the expectation that by September stockholders will be informed of exact terms of any merger.

Legion Editor Pays MPA 'Courtesy Call'

Robert B. Pitkin, associate editor of *The American Legion Magazine,* yesterday paid what was described as a "courtesy call" on Motion Picture Association of America representatives here. Attorney Sidney Schreiber, information director Kenneth Clark, and New York press relations official Manning (Tim) Clagett were Pitkin's hosts.

Pitkin, who has been taking an active part in the American Legion's observation of the studios' probe into Communism in Hollywood, was said to have thanked the MPAA representatives for cooperation extended prior to his recent visit to the Coast.

Jack Bachmann, 61, Veteran Producer

HOLLYWOOD, June 11.—Jack Bachmann, 61 industry veteran, died in his sleep at his home here Monday night. Surviving are his widow, a son and three daughters.

Bachmann for years was president of the old Preferred Pictures and subsequently produced for Paramount for 12 years. In recent years he had been a talent agent.

Lampe Again Schine General Manager

ALBANY, N. Y., June 11.—Gus Lampe has resumed his duties as general manager of the Schine circuit in Gloversville, after spending four months in Albany as temporary manager of station PWTR, also a Schine enterprise. James Bellamy, former manager of a station in Springfield, O., is the new general manager of the station.

'Greatest Show' to Bklyn

Cecil B. DeMille's "The Greatest Show On Earth" will begin its first Metropolitan run here at the Paramount Theatre in Brooklyn for an extended unlimited engagement beginning June 25.

Bill Seeks Okay of Wometco Suit vs. US

Washington, June 11.—Senator Smathers (D., Fla.) has introduced a bill to permit the Wometco circuit to sue the government in the U. S. Court of Claims for damage done during World War II to some of its theatres rented by the Army.

The Army Motion Picture Service rented several Wometco theatres during the war, according to Smathers' office, and caused considerable damage. Wometco has a large claim pending against the Army, but needs Congressional authorization to sue in the Court of Claims.

Roxy Ice Shows to Resume on June 27

Ice revues will again be presented on the New York Roxy stage starting Friday, June 27 in a new triple program inaugurating the theatre's summer policy.

The first program of the new series will include, besides the ice show, the in-person engagement of Billy Daniels in a variety revue and the feature film, "Wait 'Til the Sun Shines, Nellie."

'Will Rogers' Opens On Coast in July

HOLLYWOOD, June 11.—The world premiere of "The Story of Will Rogers," starring Will Rogers, Jr. and Jane Wyman, will be held at the Beverly Hills Theatre, Beverly Hills, in July.

Beverly Hills has been chosen for the premiere because of its close association with Rogers, who made his home there for many years and was its first honorary mayor.

Five Warner Films Dated on Broadway

Warner Brothers has dated five productions into Broadway theatres during June and July, as follows:

"Carson City," at the Globe; "The Winning Team," at the Mayfair; "Where's Charley?", next attraction at Radio City Music Hall; "3 for Bedroom C," at the Astor, and "She's Working Her Way Through College," at the Paramount.

'Bedroom C' Opens in Kansas City Today

KANSAS CITY, MO., June 11.—The world premiere of "3 for Bedroom C," starring Gloria Swanson, will take place here tomorrow evening, with Miss Swanson present for a day-long series of events climaxed by the showing at the Paramount Theatre.

Miss Swanson will appear on several radio programs and will be the honor guest at a buffet dinner to be given for the press at the Muehlebach Hotel.

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Big winnings for "The Winning Team"!

STARRING

DORIS DAY

RONALD REAGAN

FRANK LOVEJOY



WITH

EVE MILLER · JAMES MILLICAN
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WALTER BALDWIN · DOROTHY ADAMS

SCREEN PLAY BY
TED SHERDEMAN and SEELEG LESTER
& MERWIN GERARD

PRODUCED BY BRYAN FOY · DIRECTED BY LEWIS SEILER

WARNERS' 150-THEATRE SEND-OFF STARTED

THE BIG DOUGH ROLLING! NOW WATCH IT

GO AND WATCH IT HOLD!

BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

TV and Radio

—with Pinky Herman

[With this column Pinky Herman, well-known writer in the fields of motion pictures, television and radio, inaugurates a regular service of news, information and comment on events and personalities of television and radio.]

DINAH SHORE, whose thrilling trilling copped the coveted MOTION PICTURE DAILY-*Fame* award last January, for the eleventh consecutive year has just signed an exclusive, long-term pact with NBT and RCA. . . . La Shore, who turned down a lucrative offer to play the Palladium in London because she needs a vacation, also renewed her NBChevrolet telecast deal which will end its summer hiatus Aug. 26 and slotted at 7:15-7:30 p. m. Tues. and Thurs. . . . Norman and Irving Pincus, producers of the "Ellery Queen" whodunits over ABC-TV, were forced to come up with a flash decision last week when Bette Garde, slated to portray an important role, met with an accident the afternoon of the show . . . too late to find a sub, les freres Pincus moved up that episode, paid off the entire cast and instead used a kinescope of a previous program.

• •

Another panel show bows into the TV scene come July 14, "Masquerade Party," featuring as regular panelists Peter Donald, Ilka Chase, ex-Ambassador John S. Young (former radio announcer) and Madge Evans, starts a bi-weekly series via NBT for Speidell Watch Bands. . . . Herb Wolf will produce the Wolf Associates Package. . . . Paul Douglas, who made his first mint in radio and a reported second mint in pictures, has finally discovered TV and will make his video debut Sunday when he jousts with Bob Hope on the "Colgate Comedy Hour" over NBT. . . .

• •

Congratulating ye scribbler's return to Empeedaily, Maurice Hart (KFWB) deejay and one of movieville's most-listened-to platter spinners, signed off with, quote:—"and let me be the first to wish you a Happy New Year." unquote! . . . Walt Framer Productions has set a 7 year deal with CBS-TV involving a new audience participation across the board strip, "It's A Great Day," which will tee off in the Fall. . . .

• •

For years the Mansfield Theatre on W. 47th St., in New York fruitlessly sought that elusive hit until CBS bought and converted it into a TV theatre . . . in about a year the house not only came up with one but TWO simultaneous hits. . . . "The Garry Moore Show" and "What's My Line" won respective "Michaels" from the Academy of Radio and TV Arts & Sciences and also placed second, respectively in the recent MOTION PICTURE DAILY-*Fame* poll. . . . Sammy Kaye's sparkling CBS-TVehicle has come up with a beautiful Nielson TV Index of 23.6, increased his sponsor's product sales over 31 per cent and has started more than passing interest among NBC and ABC television execs.

Texas Compo Meet Pledges

(*Continued from page* 1)

Association and Robert Coyne of COMPO spoke. Of television, Myers said the big struggle is television's trying to get film productions to further their business. Of the film business, Myers was convinced that it is a great industry passing from adolescence to manhood.

Coyne pictured the industry as a mosaic of small theatre owners and not just a few Hollywood and New York tycoons.

"Next to church and home, the industry is an institution fighting for the American way of life," Coyne added.

Hailing COMPO as a new force in the film business, Ned Depinet, RKO Radio president, told members Texas had fulfilled the dream of a national COMPO, making invaluable contributions to it.

For the first time in motion picture history, the industry, through COMPO, honored a drama critic and amusements editor, John Rosenfield of the Dallas *News*, for 25 years of service to film and other segments of show business, at a luncheon attended by the full COMPO membership with David Selznick, R. J. O'Donnell, Chill Wills and Texas attorney general Price Daniel on the dais.

Wills was toastmaster and attorney general Daniel principal speaker.

The attorney general referred encouragingly to the Supreme Court decision on "The Miracle" and "Pinky" cases making the motion picture one of the four freedoms.

O'Donnell introduced Rosenfield and made the presentation of a COMPO token of a $1,000 watch in behalf of the industry.

Trueman T. Rembusch, head of Indiana Allied, lashed away at the discrimatory and crippling Federal admission tax.

Every key industry official was on hand for the final banquet co-honoring O'Donnell and Col. H. A. Cole. It climaxed the three-day conference at the Adolphus Hotel here.

In his address to the Conference yesterday, Col. Cole, head of Texas Allied and a director of National Allied, urged united industry attention to an all-out public relations campaign to reawaken interest in motion pictures and theatres.

The industry, Cole said, should be prepared to spend $20,000,000 in the next two years on the type of public relations campaign needed by the industry and calculated to return the investment many times over.

John Ben Sheppard, Texas Secretary of State, in addressing the Conference termed Texas the "film exhibition center of the world." With more than $200,000,000 invested in Texas theatres and allied enterprises, he said, the total exceeds the amount invested in Hollywood studios.

Ronald Reagan, Screen Actors Guild president, laid most of the blame for declining theatre attendance on the industry itself. Sales resistance had been built up by bad merchandising, antiquated advertising and double feature policies, he charged.

"We have ignored opportunities to reach the people and through the press we have stripped Hollywood of its glamor," he said. "Our advertising still it based on the outworn formula of 'shill 'em in, we'll be in another town tomorrow night'."

In consequence, he said, more and more disappointed and deluded customers are staying away from theatres. There is a potential market of 65,000,000 adults who are not attending film theatres now, Reagan said.

Of COMPO and "Movietime," Reagan declared them the first constructive united industry effort at better public relations and film merchandising in 50 years. He suggested a research program to discover the errors of the industry's ways which still remain.

Other speakers at yesterday's sessions included Carey Wilson, William McCraw and Robert Lippert.

Depinet Calls

(*Continued from page* 1)

an ambassador of goodwill abroad, and for services rendered free during the last war. Depinet also spoke at the COMPO meet being held here.

The local aspects of the industry were highlighted in Depinet's address. He pointed out that of the considerably more than two billion dollars invested in the industry, only $140,000,000 is represented in Hollywood, while more than two billions is invested in local theatres throughout the country. He also emphasized that out of the 250,000 men and women employed in the industry, more than 180,000 work in local theatres, exchanges and company home offices.

The luncheon, described as a "Ned E. Depinet Homecoming Luncheon," was attended by film and general business men of Dallas. The RKO Pictures president was a member of the Rotary Club 28 years ago when he lived in Dallas.

Depinet said he regretted that the film industry has neglected to a large extent to sell itself to the public as a major American enterprise with local outlets as important to the community as the neighborhood grocery. He said proper publicity to this side of the industry "would win us greater respect and esteem."

The industry as a stimulant to other businesses was underscored by him. "When people leave their homes to go to the movies it means that they add to the commercial traffic in the theatre's neighborhood, thus improving the business of other retail establishments," he pointed out.

As to the industry's war role, Depinet called attention to the fact that 43,000 prints of feature pictures and 33,000 prints of short subjects, representing a total value of $40,000,000, were given away, without cost to the American taxpayer. These films, in addition to talent donated by stars, were used to entertain American Armed Forces throughout the world, he added.

CBS Petitions

(*Continued from page* 1)

also cause CBS financial loss. This would be true, the statement said, because CBS is losing the earning power of WBKB-TV, Balaban and Katz television station in Chicago which CBS would acquire if the merger goes through.

FCC attorneys said they had not yet decided whether to oppose the ABC-UPT request.

The hearings will resume tomorrow with cross-examination by Paramount attorneys of Chicago exhibitor Arthur Sass. After his appearance, the hearings will recess again until June 19, when Dr. Adolph Rosenthal, inventor of Skiatron's dark-trace tube, is slated to testify.

Combat Attacks

(*Continued from page* 1)

to a plea by West Coast TV producers that a united front be established to combat Congressional attacks on TV program content.

The NTFC board has elected Frank C. Bibas and "Doc" Feldman, in addition to Mayers, as directors.

Warner Advocates

(*Continued from page* 1)

multiplicity of stations. He urged his listeners to get on with their jobs as showmen and not to be afraid of the future.

Earlier, Warner had addressed a meeting of Cinematograph Exhibitors Association's general council, during which he also adjured the delegates not to fear television or any other competition because, he said, motion pictures will continue to be the world's most potent and unassailable instrument of entertainment.

This afternoon Warner visited the ABPC Elstree Studio where he discussed plans for production of "The Master of Ballentrae" and use of the new WarnerColor at the studio.

Legion of Decency Puts 4 in Class B

The Legion of Decency placed four films in Class B, seven in Class A-1, and seven in Class A-2.

Those in Class B are "Bal Tabarin," Republic; "Glory Alley," M-G-M; "Models, Inc.," Mutual, and "Scarlet Angel," Universal.

Kuller Devises

(*Continued from page* 1)

percentage of the picture's profits, but without any guarantees. Edward G. Robinson and Marsha Hunt are two of the several performers in "Actors and Sin" who agreed to this arrangement, Kuller said.

The picture was budgeted at $127,000, but much more was saved on the production under the arrangement, Kuller said. The California Bank loaned $75,000, he added, explaining that a gross of $250,000 will defray the loan, second money, and print and advertising costs. A world gross of $750,000, he said, will bring satisfactory remuneration to the talent participants.

Kuller said he will apply the formula to three more pictures he has scheduled: "Seven Lively Artists," a musical in color to be budgeted at $400,000; "The Man with A Smile," starring possibly Lena Horne and budgeted at $150,000, and an Ernest Hemingway story about ballet and bullfighting, which will be made in either Mexico or Spain.

The producer will return to the Coast in about a week following conferences with U.A. executives looking to a distribution deal for his forthcoming picture.

MPA to Fight

(*Continued from page* 1)

siderable sentiment exists in favor of approaching members of the legislatures of censoring states either directly or through "friends of the industry" to seeks the introduction of bills providing for repeal of film censorship laws.

State legislatures by and large will not reconvene until next January. This means that MPAA attorneys and other staff members have six months in which to prepare suggested bills and line up pro-industry, anti-censorship legislators to sponsor them. With the recent U. S. Supreme Court decisions in the "Pinky" and "Miracle" cases serving to strengthen greatly the industry's stand against censorship, MPAA officials believe it will not be difficult to find law-makers in the six or seven censoring states who would be willing to introduce repeal measures.

Ohio and New York censor boards are certain to be attacked at the legislative level if between now and next January, when their legislatures reconvene, neither of the court approaches have been used, it was indicated. On the other hand, even if cases against film censorship are filed meanwhile in the New York and Ohio courts, there still will be a good chance that repeals of the censor board's authority will be sought through legislative action as well.

MPAA staff members in attendance at yesterday's conference were: Ralph Hetzel, Jr., attorneys Sidney Schreiber and Philip O'Brien, Jr., Kenneth Clark, Arthur DeBra, Taylor Mills, Manning (Tim) Clagett and Alfred F. Corwin. Johnston, it was reported, will be apprised of day-by-day developments in connection with his group's investigations.

Maryland, Ohio and Virginia are reported by the MPAA to be the only states whose censor boards are empowered to exercise prior restraint on the showing of newsreels. However, the Virginia censors, unlike those of Maryland and Ohio, may, if they choose, exempt newsreels from their sphere of influence. The MPAA will seek shortly to persuade the Virginia censors to make such exemption or, failing that, will use one or more of the three avenues of attack laid out.

Although Pennsylvania, Kansas and New York, like Maryland, Ohio and Virginia, censor feature films prior to theatre showings, they do not include newsreels in their censor boards' work.

Johnston having ordered an "all-out" fight against film censorship, the MPAA staff presently is engaged in examining the censor setups where they exist in states and municipalities, with a view to applying one or more of the three methods of attack.

Review

"California Conquest"

(*Columbia*)

A BIT OF AMERICAN HISTORY is told in the framework of an outdoor action drama with color by Technicolor in "California Conquest." The story goes back to the days when California, tired of Mexican influence, was hoping for annexation to the United States, and fearing the expansionist aims of the Russians. Considerable liberties are taken with history in the story's telling, but those who like bustling, briskly-paced outdoor drama will scarcely mind.

Cornel Wilde plays a Spanish Californian, who along with pretty Teresa Wright, plays havoc with a group of renegades who would see California in the hands of the Russians. Wilde, in his forays against the villains, proves himself an able horseman and swordsman. Miss Wright, who goes along with Wilde in his maneuvers against the enemy in order to avenge the murder of her father, shows herself to be an expert hand with the pistol.

There are the customary close calls for Wilde and Miss Wright, and their escapes, flights and pursuits add up to some 79 minutes of satisfactory screen adventure. Between their exploits against the enemy Wilde and Miss Wight find some time for personal pursuits which culminate in a romance.

Alfonso Bedoya rounds out the cast as a cruel outlaw. Sam Katzman produced and Lew Landers directed, from a screenplay by Robert E. Kent.

Running time, 79 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

American Boys Are Active Moviegoers

Some 85 per cent of American boys in a representative group from among 2,000,000 attend motion picture theatres at least once a month, 70 per cent attend at least twice, and 50 per cent go three times or more.

The group, polled by *Boys' Life*, official magazine of the Boy Scouts of America, and running from 10 to 17 years of age, selected the Martin and Lewis production, "Sailor Beware," as the picture seen by most. John Wayne, Martin and Lewis and Randolph Scott were chosen the most popular male stars, in that order, while Doris Day, Jane Russell and June Allyson were named the most popular female players.

Ford TV Films

(*Continued from page* 1)

the films for other sponsorship after Ford relinquishes its sponsorship of them, however.

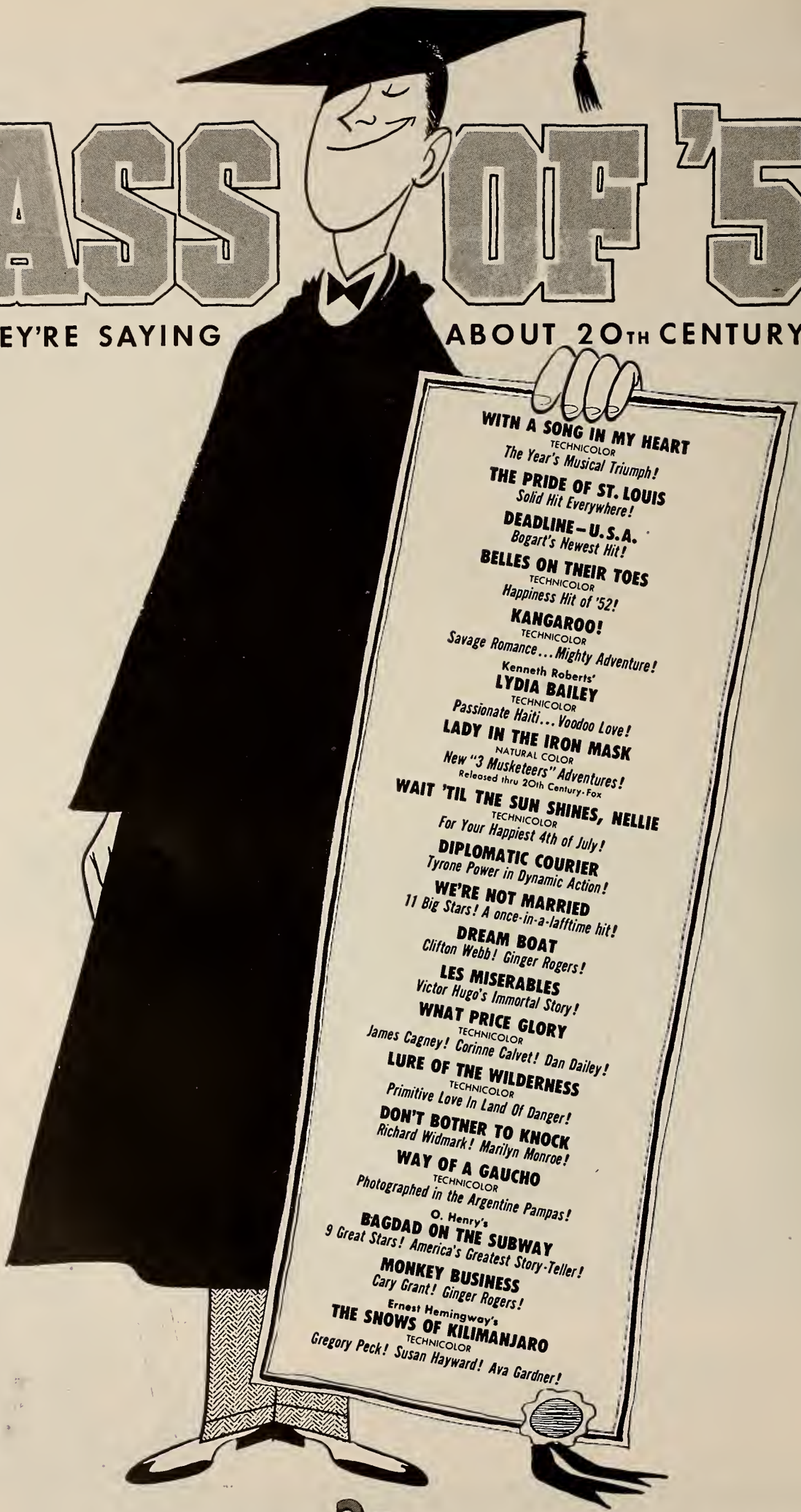
Offer Profit Participation

In view of these possibilities, the company probably will offer profit participation deals to players, directors and writers. The studio regards the project as, in nature, a short subject matter, a spokesman said, and does not contemplate putting topmost talent in telefilms.



CLASS OF '52

IS WHAT THEY'RE SAYING ABOUT 20TH CENTURY-FOX!



WITN A SONG IN MY HEART
TECHNICOLOR
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Solid Hit Everywhere!

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BELLES ON THEIR TOES
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KANGAROO!
TECHNICOLOR
Savage Romance... Mighty Adventure!

Kenneth Roberts'
LYDIA BAILEY
TECHNICOLOR
Passionate Haiti... Voodoo Love!

LADY IN THE IRON MASK
NATURAL COLOR
New "3 Musketeers" Adventures!
Released thru 20th Century-Fox

WAIT 'TIL TNE SUN SHINES, NELLIE
TECHNICOLOR
For Your Happiest 4th of July!

DIPLOMATIC COURIER
Tyrone Power in Dynamic Action!

WE'RE NOT MARRIED
11 Big Stars! A once-in-a-lafftime hit!

DREAM BOAT
Clifton Webb! Ginger Rogers!

LES MISERABLES
Victor Hugo's Immortal Story!

WNAT PRICE GLORY
TECHNICOLOR
James Cagney! Corinne Calvet! Dan Dailey!

LURE OF TNE WILDERNESS
TECHNICOLOR
Primitive Love In Land Of Danger!

DON'T BOTNER TO KNOCK
Richard Widmark! Marilyn Monroe!

WAY OF A GAUCHO
TECHNICOLOR
Photographed in the Argentine Pampas!

O. Henry's
BAGDAD ON TNE SUBWAY
9 Great Stars! America's Greatest Story-Teller!

MONKEY BUSINESS
Cary Grant! Ginger Rogers!

Ernest Hemingway's
THE SNOWS OF KILIMANJARO
TECHNICOLOR
Gregory Peck! Susan Hayward! Ava Gardner!

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 115 NEW YORK, U.S.A., FRIDAY, JUNE 13, 1952 TEN CENTS

Md. Moves to Re-examine Its Censor Laws

First State to So Act Since Court Decisions

BALTIMORE, June 12.—Maryland has become the first of the six film censoring states to prepare for a re-examination of its censorship laws in light of the U. S. Supreme Court's decisions in the "Pinky" and "Miracle" cases.

The legislative council of the state has received from the Maryland attorney-general a ruling that shaves away some of the censor board's powers. It now becomes incumbent on the council to draft new censorship legislation to conform to the attorney-general's ruling.

The attorney-general's ruling, based on the "Pinky" and "Miracle" decisions, was that the Maryland Board of Censors' only valid reason for cutting or banning films is when the films are found to be immoral or obscene.

If this ruling had been handed down some months ago, the Maryland cen-

(*Continued on page 5*)

Settle Threatened Skouras Trust Suit

The threatened multi-million dollar anti-trust suit by Skouras Theatres against circuits operating in the New York area and all major companies with the exception of 20th Century-Fox has been settled out of court, it was learned here yesterday.

The long-threatened suit was reported to seek treble damages in the neighborhood of $100,000,000.

'U' Debentures Are Cut by $751,600

Washington, June 12.—Universal during the past two months reduced the amount of outstanding 3¾ per cent sinking fund debentures by $751,600, the company has reported to the Securities and Exchange Commission.

The company had $3,039,000 in debentures outstanding on March 31, and $2,287,400 outstanding on May 31, the report stated.

36 Theatres Lined Up for Robinson-Maxim Bout

Thirty-six theatres in 23 cities will carry the exclusive theatre telecast of the Robinson-Maxim bout on June 23 at New York's Yankee Stadium, Nathan L. Halpern, Theatre Network Television president, disclosed here yesterday.

For the first time, the total number of TV theatre seats will almost match the seating capacity of a fight arena. The capacity of Yankee Stadium is about 88,000, while the total seating capacity of the 36 participating theatres is over 85,000.

Before June 23, TNT said it expected additional theatres to line up the event as new installations are completed, with the possibility that the number of theatres may be over 40. TNT also said that over 20 theatres expressing interest in carrying the telecast cannot be reached because

(*Continued on page 5*)

French Industry Is Warned to Clarify Financial Position

By HENRI KAHN

PARIS, June 9 (By Airmail).—The French motion picture industry is undoubtedly in need of financial aid, but it should not be made available until after serious reforms have been carried out, including important modifications in production. This is the basic conclusion of Pierre Besse, general secretary of the Conseil National du Credit, who was asked to probe the industry by N. Baumgartner, governor of the National Bank of France.

The probe followed the industry's constant demand for financial aid and its reiterated warning that it was doomed.

Reported Besse: "Production enter-

(*Continued on page 4*)

Youngstein Heads 'Heineman Drive'

Max E. Youngstein, vice-president of United Artists, has been named captain of the "Bill Heineman Drive" to spearhead the special 25-week UA sales effort which gets under way Sunday.

Youngstein, who this week held his

(*Continued on page 4*)

ART and BUSINESS

—A Plea for Economic Reality in Hollywood

By MARTIN QUIGLEY

THE time is here at which it becomes imperative that Hollywood should assume, realistically and faithfully, its true responsibility in the economic predicament that confronts the business of motion pictures. In no other way may the pressing economic problems immediately at hand be dealt with effectively.

No constructive purpose is to be served at this point with any extended examination into the question of why and how the process of making motion pictures has assumed its present cost levels. Obviously the responsibility in this connection is not that of Hollywood alone because at no time in the history of the industry has complete authority on production costs been lodged in Hollywood.

The only constructive purpose—and an imperative and immediate one—is that Hollywood forthwith set about the job of revising in a thorough-going fashion its whole scheme of values, irrespective of pleasant traditions or hurt feelings. This may be done with full realization that the only possible alternative may be found to be even considerably less acceptable.

Over a period of many years, engendered by the one-time profitableness of the motion picture business and the conse-

(*Continued on page 5*)

Compo to Plan Tax Fight at N. Y. Meeting

McGee New Co-Chairman Of Tax Unit With Cole

The new three-man Council of Motion Picture Organizations governing committtee, made up of Al Lichtman, Sam Pinanski and Trueman Rembusch, will meet here next Thursday with the co-chairmen of the COMPO tax committee to plan for "the immediate organization of a campaign aimed at repeal of the 20 per cent admission tax," COMPO headquarters disclosed yesterday.

COMPO reported that Pat McGee, general manager of the Cooper Foundation Theatres of Denver, has agreed to act as a co-chairman of the tax committee in place of Robert J. O'Donnell of Dallas, who asked to be relieved of the assignment because of the pressure of personal business.

McGee and Col. H. A. Cole of Dallas, the other co-chairman of the com-

(*Continued on page 5*)

Colleges Approve NCAA TV Plan

CHICAGO, June 12.—Walter Byers, National Collegiate Athletic Association executive director, announced here today that the member colleges of the NCAA have approved by a mail referendum vote (185 to 15) the 1952 NCAA-TV plan, which will bring to each television area of the country a top football game each Saturday during the 1952 season. Games also will be telecast on Thanksgiving and other days.

The plan, which was released to the press on June 3, was presented by the

(*Continued on page 5*)

Rental, Admission Exemption Remains

Washington, June 12.—The Price Control exemption for film rentals and admission prices would be continued under the Defense Production Act extension bill passed by the Senate today. A similar continuation of the exemption is certain in the House bill, observers believe.

Personal Mention

WILBUR SNAPER, president of national Allied, returned to New York yesterday from the Texas COMPO meet in Dallas. H. M. RICHEY, M-G-M exhibitor relations head, is due back from Dallas today.

•

JOE MURPHY, recently with Republic, has been named salesman covering northern Minnesota for Paramount, succeeding ANDREW KENNY, who has become associated with a Milwaukee buying and booking combine.

•

JACQUELINE JEAN CURASI, secretary in the RKO Theatres publicity department here, will be married to JAMES GAZZOLA on Sunday at the Church of Our Lady of Mount Carmel, Astoria, L. I.

•

GLADYS ZUCKER, secretary to BEN MELNIKER of M-G-M's legal department, has become engaged to ABRAHAM PALEN. They will be married in September.

•

EUGENE ARNSTEIN, Monogram studio manager and director of studio personnel, has returned to Hollywood following a week's trip to New York.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., is due back from a Durham, N. C., vacation over the weekend.

•

HENRY L. NEEDLES, managing director of the Art Theatre, Hartford, is marking his 50th year in show business.

•

ARTHUR BROMBERG, president of Monogram Southern exchanges, Atlanta, is visiting Charlotte from that city.

•

B. E. KRAGEN, L. S. Hamm Theatres attorney, is in Portland and Seattle from San Francisco until June 28.

•

J. E. KIRBY, 20th Century-Fox Southern district manager, has returned to his Atlanta office from Washington and New York.

•

L. G. GEERING of Famous Players Canadian Corp., has been elected a governor of the Institute of Internal Auditors, Inc., Toronto.

•

JOSEPH KAUFMAN, producer, has returned to Hollywood from New York, after a week's visit.

•

JACK DAVIS of Monseigneur, Ltd., has arrived here from London.

Zukor on TV, to Tell Of Old-Time Films

Adolph Zukor, chairman of the board of Paramount Pictures, will lead off a discussion of old-time films on CBS-TV's "Mike and Buff" show Wednesday afternoon. Others on the program include former film stars Nils Asther and Lila Lee and Joseph Henebery, pioneer film director.

Industry Entering Fruitful Period: Charles Skouras

KANSAS CITY, June 12.—Managers of Fox Midwest Theatres at the 21st annual convention at the Muehlebach hotel here today heard National Theatres president Charles Skouras proclaim a bright future for this group as an independent company and state that division organizations would continue intact with the present president.

Skouras pointed out that the motion picture business is entering a fruitful period. His forecasts were reinforced later when Ralph Adams of Fox Midwest reported on coming product which the managers declared, privately, gave wonderful possibilities for promotions. Frank Bamberg, manager of merchandising of Fox Midwest, cited new products also, and new devices which with suggestions on selling embodied in a new brochure should assure substantial gains in this phase of operation.

Skouras also noted the potentialities of theatre television which are to provide a tremendous advance when, in not too long a time, it is available.

Nate Halpern, president of Theatre Network Television, pointing to many extremely complicated propblems that are now being worked on, declared that favorable results in theatre television so far show that when the basic problems are solved theatre television is almost sure to make great advances. When he was in Kansas City two years ago, there were only six television theatres in the country, now there are 80. A year ago nine theatres in the U.S. provided television of fights, this summer there are 40. The admission price will be higher this year than last, he said, and noted that theatres which televised fights had capacity sales in a large proportion of situations.

L. E. Pope, maintenance chief for Fox Midwest, reported on observations of an Eidophor production witnessed by him this week in New York, speaking enthusiastically of the quality of the picture.

Halpern answered dozens of questions which reflected the interest in and study of television for theatres by the managers. Elmer C. Rhoden, head of Fox Midwest, presided. Present and speaking also were John Bertero, legal counsel for National Theatres; Ed Zabel, head film buyer; John Lavery, executive aide to Skouras.

Vidor Plans Three Films, Two for Para.

Plans for three productions, two of which will be for Paramount, were outlined here yesterday by director Charles Vidor.

Vidor, who recently completed Samuel Goldwyn's "Hans Christian Andersen," to be released by RKO Pictures, said his next project would be "Rhapsody," for Paramount. Enroute to Europe to film some scenes in Zurich, Switzerland, Vidor said his following Paramount film would be based on an original story of the South Seas written by James Melchner. The "Rhapsody" screenplay was written by Ruth and Augustus Goetz.

In-between the two, Vidor said he planned an independent production based on the book, "SPQR," for which he hopes to get Robert Sherwood to do the adaptation. "SPQR," Vidor said, would be jointly financed by himself and a British film company, which would release the film outside the Western Hemisphere. While in London, Vidor said he would confer with Sir Alexander Korda.

In addition to his Paramount commitment, Vidor said that his contract with M-G-M calls for an additional film.

Plans for "Hans Christian Andersen" provide for simultaneous premieres at New York, Los Angeles, Chicago and Boston, before Christmas. The London premiere of the film will probably be early in 1953.

David Golding, director of advertising and publicity for Goldwyn Productions, who was present at the interview, said there will be no roadshow policy for the film. However, Golding added, present plans call for "a very slow play-off."

Golding, asked if the picture would be premiered at Radio City Music Hall here, replied that Vidor already has had seven of his pictures play there, and "Hans Christian Andersen" may be the eighth.

Vidor, asked to comment on the current "Red" probe of Hollywood personnel, said what annoyed him most was that some people were being hurt by the investigations touched off by the American Legion. Prefacing his remark that Communists have no place in the industry, Vidor said many who may have innocently joined an organization, now find themselves labelled.

Vidor will leave here Saturday for Europe and expects to return to Hollywood in August.

Canadian Pioneers Meet

MONTREAL, June 12.—Canadian Picture Pioneers, Quebec division, opened its fourth annual meeting here today.

Widespread Trade Shows for 'Ivanhoe'

Exhibitor trade showings for "Ivanhoe" have been set in theatres in all exchange areas and additionally M-G-M will hold 59 "closer-to-home" screenings to get maximum exhibitor attendance, it was announced here yesterday. This is one of the six pictures originally screened at the M-G-M studio's "Seeing Is Believing" meetings.

Hayes in Realart Post

ATLANTA, June 12.—Henry Hayes, Realart office manager in Atlanta, will take over as special sales representative for the company while Robert Tidwell has become booking and office manager.

Reduce Ad Rates in California Paper

San Francisco, June 12.—A campaign carried on singly by Hal D. Neides, purchasing agent for Blumenfeld Theatres, for more equitable theatre advertising rates in newspapers was successfully concluded in San Mateo, Cal., when the San Mateo *Times* announced it was removing theatre advertising from the amusement classification and placing it in the retail display rate structure. The rate adjustment of the *Times* is the first in the San Francisco exchange territory.

London Premiere of 'Ivanhoe' An Event

LONDON, June 12.—London received another taste of expert showmanship, served with a large helping of glamor, with the premiere here tonight of "Ivanhoe" at M-G-M's Empire Theatre, Leicester Square. Police barricades had to be set up in the Square to contain excited crowds there to greet celebrities, headed by the Duke of Edinburgh.

Captious lay critics took exception to what they saw as film liberties taken with history and Sir Walter Scott's classic, but exhibitors hailed the picture as a sure-fire box-office success.

Services Held for Charles B. King

NEW ORLEANS, June 12.—Charles B. King, pioneer theatre operator who died on Tuesday of a heart attack, was buried today in Mobile, Ala., where he opened the first all colored patronage theatre which through the years he built into a circuit of five in that city.

Circuit will continue to operate under the supervision of his son and long time associate, Charles H., and his grandson, Charles, 3rd. Other immediate survivors are the widow, another son and four daughters.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVELY TO LOOK AT"
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Color by TECHNICOLOR • An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

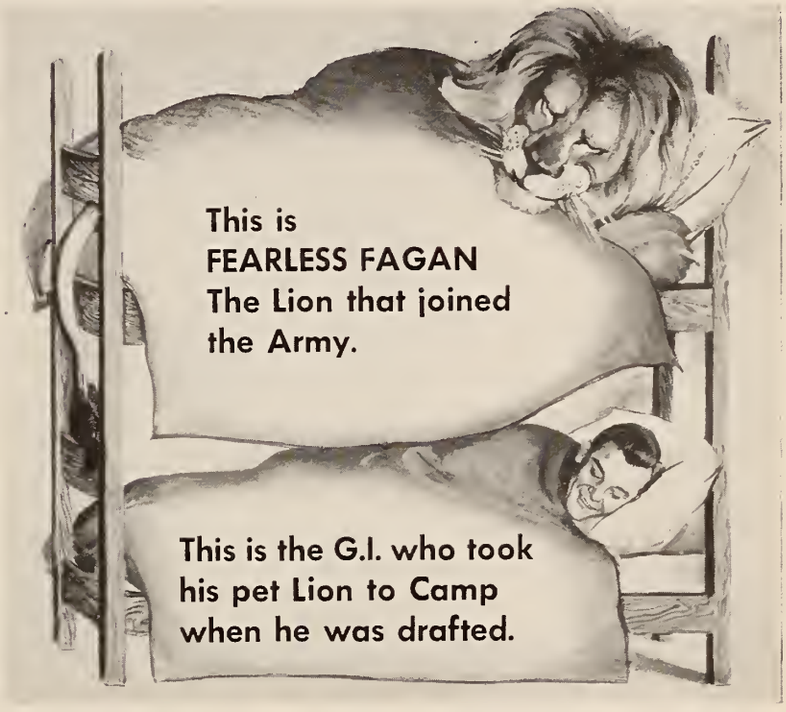


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THESE TWO M-G-M PICTURES HAVE SPECIAL AUDIENCE APPEAL!



Girl reporter on the search for scandal gets surprise of her life!



"WASHINGTON STORY" TRADE SHOW JUNE 26th

The producer and writer of "Battleground" have collaborated on a new and exciting story that takes you behind the scenes of the national capital. Timely! Unusual!

M-G-M presents "WASHINGTON STORY" starring Van Johnson • Patricia Neal Louis Calhern • with Sidney Blackmer • Written and Directed by Robert Pirosh Produced by Dore Schary

"FEARLESS FAGAN" TRADE SHOW JUNE 27th

An uproarious comedy based on the true story that got nationwide newspaper publicity and a section in LIFE magazine. It's an exploitation natural.

M-G-M presents "FEARLESS FAGAN" • Janet Leigh • Carleton Carpenter • Keenan Wynn • and introducing Fearless Fagan (*Himself*) • Screen Play by Charles Lederer Adaptation by Frederick Hazlitt Brennan • Based On A Story by Sidney Franklin, Jr. and Eldon W. Griffiths • Directed by Stanley Donen • Produced by Edwin H. Knopf

CITIES AND SCREEN ROOMS FOR BOTH TRADE SHOWS:

"Washington Story"—June 26th
"Fearless Fagan"—June 27th

ALBANY	20th-Fox Screen Room	1052 Broadway	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1:30 P.M.
CINCINNATI	RKO Palace Bldg., Sc. Sm.	1638 Central Parkway	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	1 P.M.
*DALLAS	20th-Fox Screen Room	1803 Wood Street	(see below)
DENVER	Paramount Screen Room	2100 Stout Street	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	1:30 A.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	2 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1:30 P.M.
NEW YORK	M-G-M Screen Room	630 Ninth Avenue	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2 P.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2 P.M.

*(Dallas Showing at 10:30 A. M. for "Washington Story" only) • *(Dallas showing at 2:30 P. M. for "Fearless Fagan" only)

More Details Given On B. & K. History

WASHINGTON, June 12.—The Federal Communications Commission Paramount hearing today received more details on Balaban and Katz's theatre activities during the 1920's when Chicago exhibitor Arthur Sass described giving a 25 per cent interest in his Alamo Theatre to the chain during that period.

Under cross-questioning by Paramount attorney Louis Phillips, Sass declared that his lawyer told him he had no alternative but to give management of the theatre and a 25 per cent interest to Lubliner and Trinz, later incorporated into B. and K. in return for a product guarantee. Phillips pointed out that Sass made the deal with B. and K. at a time when competition in the area was very keen due to a rapid increase in the number of theatres. Any theatre built in the neighborhood of the Alamo would have affected its business, Phillips said. Sass agreed with him but added that B. and K. was the only outfit which "threatened" to build a house.

Sass also declared that while L. and T. held the interests in his theatre they advised against putting in air conditioning. He thought the lack of air conditioning was detrimental to business, he said. B. and K. turned the theatre back to him in 1933, he said, giving him $50,000 and he then installed air conditioning. This increased business greatly, he said.

Sass, who has three anti-trust suits pending against B. and K. involving about $2,000,000, will complete his testimony tomorrow.

Schwalberg Lists 7 Summer Releases

First public report by a distributor on the availability of top product for the summer following last week's appeal by Wilbur Snaper for strong summer releases, has been made by Paramount.

In a letter to distributors' general sales managers, Snaper, as Allied president, reminded that, "if we can present the best of our entertainment to the public when other attractions at their ebb," particularly the quality of television entertainment, "there is a great possibility of our recovering the lost audience."

Paramount's summer release schedule, reports A. W. Schwalberg, the company distribution head, "has been specifically designed to provide exhibitors with the biggest possible box-office attractions at a time when such strong pictures are most needed.

"Each production will be backed by a large-scale national and point-of-sale merchandising campaign," said Schwalberg.

The July-August-September program will include the following seven productions: the general release of Cecil B. DeMille's "The Greatest Show on Earth"; Hal Wallis' "Jumping Jacks," starring Dean Martin and Jerry Lewis, and J. Somerset Maugham's "Encore," in July; William Wyler's "Carrie," starring Laurence Olivier and Jennifer Jones, and "Son of Paleface," with Bob Hope, Jane Russell and Roy Rogers, in August; "Just for You," starring Bing Crosby, Jane Wyman and Ethel Barrymore, and Pine-Thomas' "Caribbean," in September.

Review

"Francis Goes to West Point"

(*Universal-International*)

FRANCIS, THE ARTICULATE MULE, pays a visit to the U. S. military academy on the Hudson in the latest in his series. With the versatile Donald O'Connor sharing top billing with Francis, the picture turns up a satisfactory quota of laughs and surprises. Although the formula is pretty much as before it still serves as a reliable framework.

The story shifts to West Point after O'Connor uncovers an attempt to blow up an atomic energy plant. O'Connor gets the tip right from the mule and has the would-be sabotage thwarted. As a result the army arranges an appointment at West Point for the alert O'Connor.

O'Connor proves sorry material at the Point, but luckily for him, Francis shows up there as an Army mascot. And before long Francis is instructing O'Connor so well in military matters that he rises to scholastic heights.

Real difficulties develop when O'Connor decides to cover up for a classmate who presumably is secretly married and about to become a father. Mistaken for the incipient father, O'Connor is close to be ousted from the institution. But leave it to the talking mule to get busy and save the day. In the course of his efforts the mule's advice also proves of immeasurable service in helping the hard-pressed Army football team down their traditional rivals, the Navy.

Holding up the feminine angles in the picture are Lori Nelson and Alice Kelley. Leonard Goldstein produced and Arthur Lubin directed from the screenplay by Oscar Brodney.

Running time, 81 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

RKO to Handle 'Greenland' Abroad

"Greenland," exploration picture made by the French government's Arctic Expedition, has been acquired for European distribution by RKO Radio, it was reported here yesterday by Phil Reisman, vice-president in charge of foreign distribution.

Reisman, who returned this week from a six-weeks business trip to England and the Continent, said that the company in the United Kingdom is conducting a "Robert Wolff Bigger Box-Office Stakes Drive," running until December 27th, and on the Continent, the week of September 14-21 has been designated as "Lapinere Week," honoring Elias Lapinere who was captain of the 1952 "Reisman Drive" in the territory.

Postponement of Curbs Lift Seen

WASHINGTON, June 12.—A National Production Authority official said an order is "in the works" indefinitely postponing the July 1 relaxation of theatre construction curbs.

He said he had no idea when it would be issued, but indicated the NPA might hold it up for a week or more on the chance of a settlement of the steel strike. In any event it is all set to go if the strike drags on much longer. The strike is the only reason for the postponement, it was emphasized.

Gene Autry Launches Prize Contest

Gene Autry Productions will launch a contest tomorrow to run through December 31 with prizes going to exhibitors who show the greatest showmanship in staging a "Gene Autry Day" in connection with the playing of any Gene Autry film released through Columbia Pictures.

Repudiate ASPC Meet

HOLLYWOOD, June 12.—In line with Hollywood industry's alertness policy, 16 Negro members of the Screen Actors Guild today issued a statement repudiating the conference called by the Arts' Sciences and Professions Council for Saturday.

4,692 Theatres Are Reported in Britain

At mid-year 1951 there were 4,692 theatres registered with the British Board of Trade, of which 4,593 were operating and making regular reports, it is reported in the *Kinematograph Year Book, 1952,* handbook of the British film industry just released here and in Britain.

The number of seats totaled 3,375,000 in England, 588,800 in Scotland and 257,400 in Wales.

The average seat price in 1951 was 1s. 6d. In the distribution field there are about 60 companies, of which some 30 are British-controlled. The number of feature films registered with the Board of Trade came to 125 British and 444 foreign during the year ended March 31, 1951.

For the year ended Sept. 1, 1951, British studios completed 53 first features and about 25 second features, a drop which is attributed directly to the Eady scheme.

37 Writers Flying To Alaska Premiere

Thirty-seven newspaper correspondents and magazine writers will cover the world premiere in Alaska of Universal-International's "The World in His Arms," said to be the first such event ever staged in the Far North.

The group will assemble in Hollywood on June 16-17 for the first leg of the flight to Alaska on June 18. They will be picked up by two military transport planes in Washington, Chicago, Burbank and Seattle to join Ann Blyth and 12 other players and entertainment personnel being flown to put on shows for the troops at seven installations in Alaska and the Aleutians as part of the premiere program.

'Heineman Drive'

(*Continued from page* 1)

first drive meeting with personnel of the company's exchange in Dallas, where he attended the Texas COMPO meeting, will meet today with the Atlanta staff and with the Charlotte staff tomorrow.

The drive, named in honor of William J. Heineman, UA vice-president in charge of distribution, will run to December 6.

Safety Stock for Films in France

Paris, June 9 (By Airmail). —All French motion pictures for commercial use are now processed on safety raw stock. The ruling became effective on June 1. American and all other foreign product must be on safety stock starting August 15.

French Industry

(*Continued from page* 1)

prises offer practically none of the guarantees one generally finds in other enterprises, such as more or less extended financial foundations, important capital investments, or fixed material installations."

He demands that the financial situation of the industry be cleared up. He asks, for example, that profits from successful films be used to create a solid financial foundation.

To the argument that the industry was in difficulties because production costs had increased far beyond the boost in the price of seats, the financial expert gave the following answer:

"It is true that the cost of films has increased to a far greater extent than the price of seats. But it is no less true that films pay for themselves over periods as long as from three to four years, thus facilitating the amortization of the film by the monetary decline. That is to say costs involved three years ago are paid for by growing receipts from the increase in the price of seats."

On the question of declining attendance, Besse said this was a problem for the trade to clear up. He said neither the credit establishments or the government could interfere in that matter.

The Besse report comes at a time when Franco-American negotiations on a new film pact are about to open. He cites a plan which already has been discussed, that part of the profits earned by American films in France be used for the production of French films. He believes further that foreign film producers should be encouraged to make pictures in France.

This attitude is opposed by French producers and also by the National Centre which believes French production might suffer. Exhibitors, however, are giving the plan their warm support.

French Name Davis Top Foreign Actress

French "Oscars," awarded on the results of a poll conducted by the French film trade, were announced in Paris, according to dispatches from that city. Bette Davis was named the best foreign actress for her role in "All About Eve."

The trade also chose Jean Gabin as best French actor and Gary Cooper as best foreign actor.

Pearce Forms TV Unit

MIAMI, June 12. — Miami National Pictures Co. has been formed here for the production of TV films, by Edgar Pearce (former Wometco Theaters executive), and William Van Ness. Initial plans include a series of sports shorts with a Miami locale.

Tax Fight

(*Continued from page* 1)

mittee, will arrive in New York next Thursday, COMPO announced. They will meet with other industry leaders as well as the governing triumvirate on the tax question, it was reported.

O'Donnell was appointed co-chairman of the tax committee with Cole at the annual meeting of the COMPO executive committee in New York last February. On a vacation trip to Europe at the time, he advised COMPO officials on his return that pending litigation and other business affairs would make it impossible for him to serve. Announcement of his resignation was withheld pending election of an overall COMPO executive, but with the appointment of Rembusch, Pinanski and Lichtman as the triumvirate which is to conduct COMPO's affairs, conferences were held at the Texas COMPO meeting in Dallas this week to pick his successor.

A COMPO statement said: "O'Donnell said he gave up the tax committee assignment with regret, as he considers repeal of the admission tax one of the most urgent tasks confronting the industry. He declared he would hold himself in readiness, however, to be of all possible help to the tax committee and expected to devote considerable time to the campaign. O'Donnell is national director of the COMPO 'Movietime' campaign and will be in charge of at least 16 'Movietime' tours planned for next fall.

Md. Censorship

(*Continued from page* 1)

sors would not have been able to prevent the showing of "Birth of A Nation" because of racial sequences, nor would they have had grounds for objecting to "The Well," a picture that also dealt with racial problems.

The ruling came as a result of a request by the censor board for the attorney-general's opinion on a censorship question that was said to be somewhat remote from the actual ruling. In other words, instead of limiting his ruling to the submitted question, the attorney-general went further, feeling compelled to do so in light of the high court's decisions.

Pending action by the legislative council, which is made up of members of the state Senate and Assembly, the censor board, headed by Sidney Traubel, is required to operate under the attorney-general's ruling.

MPAA Pleased With Ruling But Regards It as Too Limited

Motion Picture Association of America spokesmen in New York yesterday expressed gratification over the developments on the Maryland censorship scene. It was pointed out, however, that "prior restraint" still exists on the Maryland law books, and that the attorney-general's ruling, from the MPAA's point of view, does not go far enough.

At any rate, the ruling marks another gain in the industry's "all-out war" on film censorship, it was said.

Asher to Work in Ceylon

"Elephant Walk" has been purchased by Paramount. It will be produced by Irving Asher who plans to film all exteriors at the actual site in Ceylon.

ART and BUSINESS

(*Continued from page* 1)

quent competition for a place in the sun, the whole range of production activities from the initial executive decisions to the final touches of craftsmanship on the finished negative, has become thickly coated with layer upon layer of exaggerated and distorted values—exaggerated and distorted in relation to any other type or kind of responsible commercial enterprise on the face of the earth.

For a long time the answer was—so what! It pays off, doesn't it! Yes, strangely enough, it did. But that day is passed, unlikely ever to return.

The stark reality now is that the economic life of the great business of motion pictures as presently constituted is in jeopardy. Despite over-all revenue of great volume the profit margins—which mean the solvency and stability of the business—have narrowed critically and are continuing to narrow. Immediate, drastic and thorough-going action is imperative.

Fantastic as it appears on calm and objective reflection, many hundreds of persons associated with production are receiving incomes in various forms of payment which dwarf payments received by the chief individuals in the personnel of the greatest and most profitable businesses in this or any other country. A large book could be written in explanation of how all this came about. But it would be of no help in solving a problem that must be dealt with here and now if disaster on a broad front is to be avoided.

IT is to be freely conceded that distinguished achievement in the varied arts, skills and administrations that comprise production requires particular ability, talent, a slavish devotion to the work and many other requirements, not the least of which is, incidentally, considerable good luck. These creative executives, writers, directors, actors and others should receive full recognition together with generous portions of the coin of the realm. But how absurd it is that large numbers of these persons are demanding and receiving—even though they can only keep tiny portions after taxes—payments to a total amount that in light of all discernible conditions is killing the goose whence the golden eggs have been coming.

Credit for what the ability, talent, skill and industry of Hollywood has accomplished can hardly be over-stated. It has made the American motion picture the amusement in preeminent favor with the public the whole world over. It would simply confuse the problem and defeat a solution if Hollywood should choose to view the thorough-going retrenchment and readjustment that is required as mere criticism and complaint or a passing flurry in penny-pinching.

The plain fact of the matter is that the motion picture business now finds itself confronted with a new and different status. Its cost structure in production, which absorbs the bulk of the revenues collected in film rental, is out of line with present and forseeable possibilities. That cost structure must be revised and rearranged from top to bottom.

With a realistic appreciation of existing conditions and good faith this can be done in an orderly, constructive manner to the end of preserving and really bettering an industry whose product plays an important part in the lives of vast millions the world over. With the necessary revision and rearrangement accomplished there will be preserved great opportunities and rich rewards for the creative workers but necessarily on lines which bear closer resemblance to the realities of the times.

Let this road be followed promptly; in any other direction lies disaster!

To Aid Red Cross

NEW ORLEANS, June 12.—The American Red Cross motion picture division has set Saturday as the local industry's blood donor's day, according to Henry G. Plitt, chairman of the division and vice-president and general manager of theatre operations for Paramount Gulf.

Spanish Unit Buys Lease

Berk and Krumgold, theatrical realty specialists, have sold a long term lease covering the 700-seat Edison Theatre at Broadway and 103rd Street here to Sanders and Goldman, operators of Spanish-speaking film theatres in New York City. The Edison is their seventh.

Colleges

(*Continued from page* 1)

TV committee to the NCAA members with the statement that "the Cincinnati resolution gave the TV committee three major targets: (1) To minimize the adverse effects of television on football attendance; (2) To spread television among as many colleges as possible; and (3) To provide the public with as much telecast football as compatible with the other two objectives. Various features," the statement continued, "have been included in the 1952 plan with these ends in view. One of these features, a new provision holding any one college to a single appearance on the TV program, will help to gain two of these principal objectives: (1) The one-appearance formula, in spreading television, will make it impossible for a handful of colleges to monopolize TV receipts and so to be subjected to irresistible incentives for all-winning teams, however developed; (2) The single appearance principle will also greatly lessen the impact upon attendance; sharp effect would be inevitable if only a few colleges were having their games continually put on the air and if their teams were accordingly building into major TV attractions, a trend which was evident prior to the introduction of an NCAA plan in 1951." There will be no blackouts or cross-sectional telecasts as was the case during last fall's experimental program.

Would Be Encouraged

Although the plan does not refer specifically to theatre TV or other closed-circuit television, Byers said that the NCAA has taken the stand that such forms of telecasts would be encouraged, but that all such proposed presentations must be given prior approval by the NCAA-TV committee.

Robinson Bout

(*Continued from page* 1)

of the unavailability of American Telephone and Telegraph facilities.

Plans to telecast the bout to West Coast theatres had to be dropped because of the lack of long line facilities, it was understood.

Twenty-seven circuits will have theatres carrying the fight, in cities reaching as far West as Omaha, forming the largest theatre TV net to date.

The following theatres are already set to carry the bout: Pilgrim, State, Boston; Grand, Albany, N.Y.; St. James, Asbury Park, N.J.; Stanley, Camden; Stanley, Philadelphia; Stanley, Chester, Pa.; State, Stanley, Baltimore; Lincoln, Keith's, Capitol, Washington; Byrd, National, Richmond; Fulton, Harris, Penn, Pittsburgh; Warner, Erie; Palace, Hippodrome, Cleveland; Palms State, Eastown, Detroit; Rivoli, Toledo; Keith's, Dayton; Albee, Cincinnati; Palace, Gary, Ind.; Paramount, Hammond, Ind.; Marbro, Tivoli, Uptown, Crown, Chicago; Riverside, Warner, Milwaukee; Paramount, St. Paul; Radio City, Minneapolis; and Orpheum, Omaha.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 116 NEW YORK, U. S. A., MONDAY, JUNE 16, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

AS THE INDUSTRY again prepares its case for elimination of the Federal admissions tax, it should not hesitate to make use of the recent U. S. Supreme Court pronouncements granting to motion pictures the protection of the First Amendment.

Since motion pictures, as a medium of communication, have been held to be a part of the free press, and since the industry is in a position to demonstrate today that the Federal tax has been responsible in some measure for loss of attendance, is that Federal obstacle to the communication of ideas to a maximum audience an improper restraint on the free press?

If not, then what is the justification for the discriminatory application of the Federal tax to the single segment of the free press represented by the motion picture screen? No Federal tax is superimposed on the cost of a newspaper, magazine or book, nor on a television program.

All of the other industry arguments against imposition of the admissions tax, which were found to be so potent in the campaign of two years ago, need to be reiterated, of course. But the new free press status of the screen, circumscribed as it is by an audience-discouraging Federal tax, certainly should be given a part in the approaching campaign.

• •

RONALD REAGAN, president of the Screen Actors Guild, went to the heart of a very real industry failing in describing certain theatre advertising approaches, in his address to the Texas COMPO Conference in Dallas last week, as recourse to the outworn formula of "Shill 'em in. We'll be in another town tomorrow night!"

How common the practice is may be seen by examination of almost any metropolitan newspaper's amusement page. How costly it is to the industry may only be surmised in these days of continuing losses of patronage to all but the proven screen offerings.

The average patron can be deluded by misleading advertising only at the ultimate cost of confidence in the advertiser.

Tomorrow night and every night you're at the same stand. Honesty in advertising will help insure your patrons being there with you.

Comerford Circuit Joins TNT Network

Comerford's Carlton Theatre in Providence has joined Theatre Network Television's net for the June 23 Robinson-Maxim bout, bringing the total number of theatres carrying the event from the Yankee Stadium to 37.

TNT said it anticipates several more theatres will be added to the net, which now encompasses 24 cities.

Arbitration Meet Opens

The second industry Conference on Arbitration will open this afternoon at the Hotel Astor here. Following the selection of a meeting chairman the delegates will devote their attention to the legal record of arbitration principles which was drafted during the past month by a rules committee headed by Herman M. Levy.

"It is for the conference," Levy said on Friday, "to find through this document the means for the establishment of an effective industry arbitration system of broad scope."

The document which Levy described as "lengthy," is the record in legalistic language of the principles agreed upon at the first arbitration conference in New York during the final week of last April. It is subject to ratification by the second conference's delegates

(Continued on page 5)

Small Theatres May Be Freed from US Wage Controls

WASHINGTON, June 15.—Owners of smaller theatres with eight or less employes would probably be freed from wage and salary control regulations under a provision which the House Banking Committee wrote into its version of the controls law.

The provision states that any small firm—with eight or less workers—would be automatically freed from wage and salary controls unless the President, within 30 days after the bill becomes law, says the stabilization program requires the continuation of such controls on small firms in a particular business, industry or area. Such a finding would be unlikely in the case of theatres or other film industry firms, it is held.

The bill still must pass the House and the joint House-Senate conference.

L. W. Roth Resigns As Columbia 'V-P'

Lester W. Roth, Columbia vice-president stationed in the studio legal department, has resigned, effective June 30, to establish a legal firm in partnership with George Cohen of Los Angeles, it was learned here at the weekend. The firm of Roth & Cohen will specialize in motion picture legal work on the Coast.

Roth, who has been with Columbia many years, was a judge of the Superior Court of California from 1931

(Continued on page 5)

Say Colosseum Drives for 'IA' Bookers

National Jurisdictional Fight Seen in Making

CHICAGO, June 15.—A jurisdictional clash on the national level is said to be brewing between the IATSE and the Colosseum of Motion Picture Salesmen of America. The controversy is understood to have arisen out of a methodical, city-by-city drive by the Colosseum to persuade "IA" film bookers to transfer their allegiance to the salesmen's union, according to representatives of exchange labor.

Representatives of the Colosseum, meanwhile, have asserted that bookers in many if not all exchange centers are in favor of making the switchover. The theory the bookers are said to be going on in this connection is that they are engaged in sales work and that they are therefore more closely identified with salesmen than with the clerks, stenographers, book-

(Continued on page 4)

Opposes Separation Of UPT Merger Bid

WASHINGTON, June 15.—Allen B. DuMont Laboratories has filed with the Federal Communications Commission in opposition to the request of American Broadcasting Co. and United Paramount Theatres that their proposed merger be separated from other issues in the FCC-Paramount hearing and decided promptly.

DuMont said all of the issues in the hearing were "inextricably linked" together.

"Ivanhoe"

[*Metro-Goldwyn-Mayer*]

JUST ABOUT EVERYTHING an enthusiastic showman could hope for has been crammed into "Ivanhoe." There is flashing excitement, sustained action, an excellent marquee cast, color by Technicolor, romance, spectacle and outdoor scenes of shimmering splendor. It is hard to see how this top-ranking entertainment can fail to reap extravagant grosses in any situation.

Pandro S. Berman's sweeping production of the Sir Walter Scott classic was made at the company's British studio with a showmanly knowledge of box-office values. Robert Taylor plays the title role as the gallant Saxon warrior who dedicates himself to the deliverance of King Richard the Lion-Hearted. As the story opens Richard languishes as a hostage in an Austrian prison for want of ransom which his brother John denies him. It is John's ambition to seize the throne with the help of certain Norman knights.

The story bristles with action, intrigue and combat, and is also warm and appealing within a romantic frame. Two women vie for the honor of Ivanhoe's heart. They are Joan Fontaine, the attractive and articulate ward of Ivanhoe's father, and Elizabeth Taylor, the sensitive Jewess and daughter of Isaac, who aids in raising the money that liberates Richard. Against the cross currents of this romantc triangle there ebb and flow the clashes of wit

(Continued on page 5)

Columbia Borrows Another $500,000

Washington, June 15.—Columbia Pictures last month borrowed another $500,000 from First National of Boston and three other banks, under a loan agreement signed two years ago, the company has reported to the Securities and Exchange Commission. The latest borrowing will be used as working capital.

Personal Mention

MILTON RACKMIL, president of Decca Records, plans to leave here for Hollywood the latter part of this week.

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GILBERT E. BLACKFORD, former news editor for Warner Brothers, has been appointed director of program promotion for the department of public relations of the National Council of the Churches of Christ in the U. S.

•

GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners and Kentucky State Police Commissioner, is reported in line for a Federal Judgeship in the Panama Canal Zone.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is on vacation. His field assistant, HERMAN RIPPS, is sitting in for him in his absence.

•

JERRY PICKMAN, Paramount vice-president and director of advertising-publicity, returned here over the weekend via Chicago from Dallas.

•

VICTOR BLAU, vice-president of Warner Brothers Music Publishers Holding Corp., arrived here over the weekend from Hollywood.

•

GEORGE JESSEL, 20th Century-Fox producer, is in New York from the Coast.

•

PAUL KAMEY, Universal home office press contact, left here last night for Washington, en route to Alaska.

•

JOSEPH SHULMAN of Shulman Theatres, Hartford, and his wife, PAULINE, are in Paris on a vacation.

•

AL ZIMBALIST, independent producer, has left here for the Coast.

Skouras Pact Said Limited to Loew's

Settlement of Skouras Theatres' complaints against metropolitan circuits and major distributors other than 20th Century-Fox is limited at this time to Loew's-M-G-M only, informed sources said on Friday. Discussions concerning the complaints and their possible settlement are continuing with RKO Theatres and the distributors concerned.

Skouras Theatres' and Loew's officials declined to reveal terms of the reported settlement. Skouras has threatened to file a multi-million dollar suit if its complaints are not satisfactorily adjusted.

Prize to Palsy Fund

When Paramount's press book on "The Greatest Show on Earth" was awarded first prize for April in the Mead Corp.'s monthly competition for outstanding use of their coated papers, Harry Kolber of the Schlosser Paper Corp., New York distributor of Mead, was so pleased with the recognition that he turned the $25 prize over to the United Cerebral Palsy campaign.

Dismiss F. & M. Suit Here Against UPT

United Paramount Theatres won two motions on Friday vacating the anti-trust suit brought against it by Fanchon & Marco and the Paramount Hollywood Theatre Corp.

Judge Vincent L. Leibell in Federal District Court ruled on the dispute growing out of the joint ownership of the Paramount Theatre in Hollywood, which is operated by Fanchon & Marco, holding a 50 per cent interest. The other 50 per cent interest is held by UPT, which took over the joint interest held by Paramount following divorcement.

The suit brought by the Paramount Hollywood Theatre Corp. was dismissed on the grounds that the action was not properly originated by that company's board of directors. The separate suit brought by Fanchon & Marco was also dismissed, but Judge Leibell granted F. & M. the right to serve an amended complaint.

Birth Rate Seen On Side of Exhibitors

KANSAS CITY, June 15.—President Elmer C. Rhoden, in his address to a meeting of managers and the home office staff of Fox Midwest Theatres here declared that a fundamental fact as to potential customers, namely, the birthrate, assured large increases in prospective audiences starting next year.

He pointed out that the pattern of births following the second World War indicate that children of theatre-going age would be far more numerous in 1953. He advised concentration on children's shows and inculcation of the desire for good motion pictures so that this larger generation as they grow up will be intelligently eager for theatre fare.

Rather than urgent appeals for showmanship at this convention, there were reports and evidences of alertness and initiative in promotion. There was also relatively little in address and discussions of anxiety about home television competition—one speaker remarked that the children are the ones who turn off television nowadays when they don't like the show on it. Economically, conditions were reported very good in the Midwest.

Wolfson Meets Here With TOA Officials

Mitchell Wolfson, Theatre Owners of America president, on Friday held a meeting with other TOA officials at the organization's headquarters here. Topics discussed included the TOA convention in Washington next September, the industry arbitration conference which will open this afternoon at the Hotel Astor here, and TOA operating costs. Wolfson, who came here from Miami, will remain to attend the arbitration conference.

Reject Appeal to End Tax

BALTIMORE, June 15. — The city's Board of Estimate has rejected a joint plea by members of Allied of Maryland for the elimination of the local tax on theatres.

Atlanta Reacts to High Court Ruling

Atlanta, June 15.—Christine Smith, Atlanta film censor, has indicated she expects to abide by the Supreme Court's decision in the "Miracle" case, which forbids censors to ban pictures simply because they are thought to be "sacrilegious."

She withheld further comment, explaining that City Attorney J. M. Bloodworth had not received copies of the recent high court rulings in the "Miracle" and "Pinky" cases.

Providence Studies Censorship Status

PROVIDENCE, June 15.—City Solicitor William E. McCabe has initiated a study of the effects of the recent U. S. Supreme Court film censorship decisions on the authority of the Providence Bureau of Licenses to censor films.

The review is being undertaken at the request of Mayor Reynolds, after Joseph C. Scouncio, chairman of the License Bureau, had stated that bureau members proposed to continue their licensing practices until challenged.

Mayor Reynolds had proposed City Council action to define the Bureau's censorship powers as a possible move when he asked McCabe to review the situation. Meanwhile, Councilman Lee A. Worrell is reported to be studying the situation also with a view to preparing legislation defining the Bureau's censorship powers.

To Continue Mass. Sunday Censorship

BOSTON, June 15.—The bureau of Sunday censorship of Massachusetts will continue to censor all features, short subjects, documentaries and newsreels, according to state commissioner Daniel I. Murphy of the Department of Public Safety.

The recent U. S. Supreme Court decision will not effect the functions of the state Sunday censorship board, he said.

'Rogers' Tie-in with Highway Dedication

An eight-state, 2,200-mile ceremony dedicating the "Main Street of America," U. S. Highway 66, as the Will Rogers Highway in honor of the humorist will begin next Monday, at the Chain of Rocks Bridge, near St. Louis. Governor Forrest Smith of Missouri will unveil the first road marker for the Rogers Highway and will accept the first of 2,000,000 automobile windshield stickers and special commemorative leaflets dealing with the highway and the new motion picture, "The Story of Will Rogers," in which Will Rogers, Jr., plays his father and Jane Wyman Mrs. Rogers.

Newsreel Parade

THE steel crisis and the disorders in Koje are current newsreel highlights. Other items include fashions, human interest stories and sports. Complete contents follow:

MOVIETONE NEWS, No. 49—Steel strike continues. Eisenhower meets GOP delegates. Eucharistic rally in Barcelona. Venezuela: Capital face lifting. Riding tourney. Boxing.

NEWS OF THE DAY, No. 283—Steel strike continues. Tear gas quells Koje Reds. Chemical conflagration. Tito's birthday hailed. Venezuela builds super city. United States liner sets record. Boxing.

PARAMOUNT NEWS, No. 86—Eisenhower and Taft meet the delegates. Marathon marks Tito's birthday. Paris fashions. Reds tighten grip on Germany. Red terror at Koje.

TELENEWS DIGEST, No. 24-B—Crisis in steel. Armed forces in invasion test. MacArthur named GOP keynoter. Predict Democratic victory. Mossadegh before World Court. French gymnasts.

UNIVERSAL NEWS, No. 564—Steel strike. Koje report. News in brief: Pearl farm in Japan. Radio City in Venezuela. Tourist university in Italy. Miss Universe.

WARNER PATHE NEWS, No. 87—Cold war in Korea. Two-way radio. Venezuela: spectacular city of tomorrow. Rome: schoolroom on scooters. Fashions from Paris.

Grant B & K 8-Week Runs on Two Films

CHICAGO, June 15.—Balaban and Katz Corp., represented by Attorney Allied Teton, today was granted permission to run for a maximum of eight weeks each the first two of four specific pictures ("Lovely to Look At," "Ivanhoe," "Because You're Mine," and "Jumping Jacks") on which they are awarded the first Chicago run.

In his order authorizing the extended runs (beyond the two-week limit for "affiliated" theatres, as set forth in the Jackson Park decree), Federal Judge Igoe stipulated that the pictures must be released to outlying theatres immediately following the eighth week or within two weeks after the end of the run, whichever is earlier. Balaban and Katz stated that they will not come into court for permission for further extended first runs before the middle of September.

Rank Sales Manager Here for 'U' Visit

Sidney Caverson, sales manager of J. Arthur Rank's General Film Distributors, arrived here by plane from London on Friday for visits with Universal home office and studio officials. He is scheduled to leave here for the Coast at the end of the week for a two weeks' stay there.

Styles in Charge of New 'U' Miami Office

ATLANTA, June 15.—Buford Styles, salesman on the local Universal-International staff, has been promoted to manager of the exchange at Miami which the company just established.

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A Personal Letter - from Wilbur Snaper President

ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS

Mr. Herman Robbins
National Screen Service Corp.
1600 Broadway
New York, New York

Dear Herman:

I have been reading with great interest the reports on the anti-trust suit brought against National Screen Service by the Department of Justice. This action by the Department of Justice, I personally believe, will be beneficial to no one in the long run.

I am writing purely as an exhibitor and business man with the thought that perhaps the Department will reconsider its actions. My appraisal of National Screen is as follows: the company has never, to the best of my knowledge, abused its position in the business. I also believe that it services the exhibitors at fair rentals and, in general, serves the industry with efficiency at all times.

Naturally, there have been incidents that have come to my attention but, in most every case, we have straightened the matter out. As to specific costs to the exhibitor, there are, in the course of business, certain minor frictions that will always arise, but on the whole the exhibitors of the country, I believe, have complete confidence in National Screen Service.

Frankly, I can see no benefit arising from this action for either the public or the people within our industry. I regret that, at this time, when the industry, as a whole, is struggling to maintain its equilibrium, further legal problems will complicate the general outlook.

I sincerely hope the Department of Justice will examine the situation closely and keep National Screen as an entity through discussions rather than through the courts.

If I can be of service, please call upon me.

Sincerely,

Wilbur Snaper

WS:SF



Motion Picture Daily Feature Reviews

"Black Hills Ambush"

(*Republic*)

SOLID WESTERN FARE is presented in "Black Hills Ambush." The Ronald Davidson-M. Coates Webster screenplay employs a somewhat different method for catching a gang of stage-coach bandits, which U. S. Marshal Allan (Rocky) Lane does with thoroughness for the finale.

Michael Hall, a youthful member of the gang, is befriended and rehabilitated by Lane and eventually furnishes the tip necessary to collar the holdup men. The care and understanding of Rocky's friends, stage-line owner Eddy Waller and his niece, Leslye Banning, convince the young man of the error of his ways and he sets about to help Lane capture the crooks. The latter had raised Hall from his orphaned beginnings and for this reason he is reluctant at first to become a stool-pigeon until he finds out they killed his brother. The crooks operate by hijacking gold on incoming stages and shipping it out as tools and farm equipment on out-going stages. The fact that only incoming stages are held-up gives Rocky his first clue.

The film moves swiftly with suspense built up in later portions when Rocky, posing as an outlaw, is unmasked by the crooks and "sentenced" to death. Pretty Miss Banning also receives her share of trouble when the outlaws kidnap her to cover their unsuccessful escape.

Harry Keller was associate producer-director. Others in the cast are Roy Barcroft, John Vosper, Edward Cassidy, John Cason, Wesley Hudman and Michael Barton.

Running time, 54 minutes. General audience classification.

"High Treason"

(*Rank-Pacemaker*)

BRITISH FILM MAKERS have turned their hand to the cops-and-robbers theme and have fared very successfully. "High Treason" offers patrons a fine and suspenseful film, touched off by some excellent performances. The cast, however, is only slightly known on these shores.

"High Treason" concerns the work of the Red underground in Britain and with the efforts of a small band of Communists to hamper British production through sabotage. It not only demonstrates how the Communists manage to catch in their net the idealists and others but also the quiet, efficient way in which British police track down would-be saboteurs.

Those who remember "Seven Days to Noon" will soon enough recognize the directorial touches of Roy Boulting who believes that a sense of humor can be heaven-sent relief even in the most dramatic of all pictures. He applies this to best advantage in "High Treason" which emerges as a first-rate thriller with appeal for a wide range of audiences.

Paul Soskin produced and Boulting collaborated with Frank Harvey in writing the story and screenplay which, while a little far-fetched at times, never strains the credulity.

Liam Redmond appears as a Scotland Yard commander who patiently tracks down the ring of foreign saboteurs which already has blown up a munitions ship and is known to plan further destruction. Kenneth Griffith is the boy duped by the Communists who eventually realizes his mistake and saves the day but pays for his courage with his death. Mary Morris is pretty and properly cold as a Red agent. A J. Arthur Rank presentation, it is distributed here by Pacemaker Pictures.

Running time, 90 minutes. General audience classification.

"Here Come the Marines"

(*Monogram*)

THE MARINE CORPS is subjected to the Bowery Boys attention in a fast and loud addition to the series during the course of which the "boys" create their usual havoc and get into one hilarious escapade after another. Leo Gorcey and Huntz Hall, both getting a bit too corpulent, lead the riot as usual, with the latter running the show until the finish. The basic plot is that of the smart-aleck rookie who blunders into one promotion after another, an always dependable idea handled better than usual here.

The story by Tim Ryan, Charles R. Marion and Jack Crutcher opens with Hall receiving his draft notice and joining the Marines, a few jumps ahead of Gorcey and the rest of the gang. A Colonel who knew Hall's father promotes Hall into "non-com" command of his pals, and he makes life miserable for them most of the time, all in good clean fun. On a hike the troop finds a beaten-up Marine who dies in a hospital later, without explaining what happened to him, but Gorcey finds a playing-card at the scene which leads him to a series of disclosures culminating in the capture of crooked gamblers who killed the Marine. Production is by Jerry Thomas, with direction by William Beaudine. It rates above par for the series.

Running time, 66 minutes. General audience classification. Release date, June 29.

Schroeder to Handle Astor Foreign Sales

Astor Pictures has concluded a contract with Schroeder Associates whereby the latter takes over the foreign representation of all Astor pictures, R. M. Savini, the latter's president, has disclosed.

Harry Schroeder, president of Schroeder Associates, was a foreign sales executive of United Artists.

Levin and Martini Form New Firm

SAN FRANCISCO, June 15.—Mutual Productions of the West, headed by Irving Levin and Allan Martini, has opened offices here.

The company will distribute "Models, Inc.," "Diamond City" and "Assassin for Hire." Sales will be handled by Levin and Martini of Unity Pix, Inc., Los Angeles.

"Just Across the Street"

(*Universal-International*)

A SPRIGHTLY BIT OF COMEDY is offered in "Just Across the Street." The story is lighthearted and moves rapidly from one comical situation to another, adding up to an amusing production. Ann Sheridan and John Lund head the competent cast. Although the lines are frequently obvious, the overall effect is one of effervescence.

Miss Sheridan, a secretary seeking work, is the sole support of her pleasantly alcoholic father, Cecil Kellaway. She gets a job in a plumbing establishment run by Lund, a cocksure young business man who thinks she is the daughter of Robert Keith, wealthy banker. Employer and employee fall in love but complications arise because of her supposed wealthy family. The plot is untangled through the bumbling interference of Kellaway who in addition to his weakness for drink has a talent for gentle fraud.

The performances by Miss Sheridan, Lund, Kellaway, Keith and Alan Mowbray as the imperturbable butler, are skillfully meshed to keep the laughs coming at regular intervals.

As one of the last productions by Leonard Goldstein for Universal, this is typical of the tightly packed, eminently successful efforts with which he has made his reputation. Direction was by Joseph Pevney and the story by Roswell Rogers and Joel Malone.

Running time, 79 minutes. General audience classification. June release.

"African Treasure"

(*Monogram*) *Hollywood, June* 15

JOHNNY SHEFFIELD returns to the Bomba series of jungle adventures with a production and plot that are fairly good on the overall, but fall slightly below par for the series. Bomba's many followers, nevertheless, will be satisfied with the performance of their hero. whose continuing troubles start this time with the arrival on the scene of some unscrupulous diamond hunters, masquerading as geologists, who have located precious stones in the crater of an extinct volcano where they have enslaved their Portuguese guide and a number of natives. After a lot of plot has been run off, Bomba and his jungle friends oust the stone hunters from the jungle, whereupon he vanishes as usual into the forest fastness. It's all as simple as that. Walter Mirisch produced, with Ford Beebe directing, from a script written by himself.

Others in the cast are Laurette Luez, Martin Garralaga, Lyle Talbot, Leonard Mudie, Arthur Space, Lane Bradford and Robert Whitfield.

Running time, 70 minutes. General audience classification.

Colosseum Drives

(*Continued from page* 1)

keepers and messengers with whom they are lumped under the national "IA" exchange contracts.

There are approximately 1,000 bookers employed in the U. S. by film distributors. The membership of the Colosseum is said to total between 900 and 1,000 salesmen. The Colosseum is an unaffiliated union, while the IATSE is a branch of the American Federation of Labor.

There is said to be a formidable legal barrier to any such "raid" on the national "IA" exchange workers organization. It is described as the fact that the bookers are not in a position to make a choice since they are not in a union of their own but rather are merely a segment of the so-called "white collar" exchange workers union whose negotiations are carried on by the "IA" international headquarters in New York.

Film buyers and bookers are organized in tightly-knit social units, however. These are the buyers-and-bookers clubs that are evident in most exchange centers. Many of these units in the Midwest, in New England and in the East generally are said to have been visited during the past few months by David Beznor, general counsel of the Colosseum, who makes his headquarters in Milwaukee.

It was explained that the Colosseum in its drive would have to proceed ultimately in one or all of three ways: (1) get the companies and the "IA" to agree to release the bookers to the Colosseum if those workers proved themselves to be overwhelmingly in favor of the switch, (2) apply to the National Labor Relations Board at least 60 days before the expiration of the national exchange workers contracts for an exchange workers election, (3) convince the NLRB that the bookers should be in a union separate from "white collar" workers.

That the "IA" would not voluntarily agree to release the bookers to the Colosseum was said to be a foregone conclusion. Exchange workers in various cities were reported a few months ago to have threatened to bolt the "IA" as a result of dissatisfaction with pay scales, but the union's New York office was understood to have quieted the threat with the promise that wage increases would be sought under the new contracts which will be negotiated in New York in November.

Officials at national headquarters of the IATSE were not available for comment on the reported "invasion" of the "IA" bookers' ranks.

11 Nominated for KATO Board Posts

LOUISVILLE, June 15.—The nominating committee of the Kentucky Association of Theatre Owners has named the following candidates for directors for the next two years: Ned Greene, Mayfield; Leon Pickle, Henderson; Cliff Bucchel, Louisville; W. D. Aspley, Glasgow; J. Van Snook, La Grange; Gene Lutes, Frankfort; L. O. Davis, Harard; W. T. Cain, Louisa; O. W. Minnix, London; Harold Sliter, Lexington, and E. L. Ornstein, Brandenburg.

Roth Resigns

(Continued from page 1)

to 1936, and justice pro tem of the District Court of Appeals there from 1935 to 1936.

Roth's employment contract, dated Jan. 2, 1947, was for seven years. In consideration of his entering into an employment agreement at that time he was granted an option on 5,000 shares of Columbia's common stock. In connection with the termination of his employment agreement two years in advance of expiration, Roth surrendered his purchase warrant for the stock. The company, in consideration of his relinquishing his rights to purchase the stock and of his release of the registrant from all obligations, agreed to pay Roth $20,000, in installments.

Classic to Open New England Branch

Classic Pictures is establishing district offices in New England which will be headed by Nat Beier, who yesterday left here for Boston to complete plans for the opening, it was disclosed at the weekend.

Beier was most recently with Film Classics, acting as "trouble-shooter" in the Philadelphia and Boston territories.

Christian in 'Battle Zone'

HOLLYWOOD, June 15. — Monogram executive producer Walter Mirisch announced the signing of Linda Christian to co-star with John Hodiak in "Battle Zone."

"Ivanhoe"

(Continued from page 1)

and lance between the Normans and the Saxons. The fiery siege of the Norman castle in which Ivanhoe is held captive makes for a vivid piece of film-making. Other outstanding exploitation sequences include Ivanhoe's daring challenge of five Norman knights to a lance duel, and Ivanhoe's climactic battle with his nemesis, George Sanders, the latter using a chain-mace as his weapon and the former an axe. Into these scenes have been fused a pulsing sense of excitement and expectancy.

The screenplay by Noel Langley was fashioned purely as a popular entertainment and as such it does not pretend to historical exactitude. Richard Thorpe's direction keeps the action moving in high gear and has a knowing command of mass taste.

Quite naturally the role of Ivanhoe overshadows all others and Taylor does competently with it. As the urbane Norman, Sanders turns in a smoothly forceful performance, his words rolling out in ear-pleasing rhythms. Miss Taylor is sweet and touching if somewhat superficial in her acting and Miss Fontaine conveys all the necessary illusion.

"Ivanhoe" is a picture to send every patron out of the theatre with a pleasant glow.

Running time, 106 minutes. General audience classification. For August release.

MANDEL HERBTSMAN

Noege Named Salesman

SAN FRANCISCO, June 15. — Frank Noege, booker at Warner Brothers, has been appointed salesman for the Sacramento Valley territory replacing Ernie Hampton who resigned to live in Honolulu because of poor health. Bookers Jesse Wright and Gene Bryant have moved up and head shipper Kasper Kannel has been promoted to booker.

Albany House in Shift

ALBANY, N. Y., June 15.—Warner's Delaware has shifted for the summer to weekend operations. There will be changes of bill Fridays and Sundays. It is the first time the theatre has been on a part-time schedule.

Coast Meet on 'Pan'

The first meeting on the promotion of "Peter Pan" will get under way in Burbank, Cal., today with top members of Walt Disney's Eastern staff, headed by Leo F. Samuels, in attendance.

More Chicago Changes

CHICAGO, June 15.—Several more changes in theatre status are taking place here, with the Warner Circuit Management's Stratford and Highland scheduled to close June 19 (ostensibly for the summer), the independent Calo and Charm going to weekends only, and the Oak being taken over from the Bland family by Jack Kirsch and Nate Slott.

Arbitration

(Continued from page 1)

who during the course of what is expected to be a three-day meeting probably will consider additional topics for inclusion in the report.

After the conference this week acts on the committee's plan, the document will be submitted to constituent organizations for approval. If it meets with unanimous approval, it then will be submitted to the Department of Justice and the Federal Court for approval, according to the schedule set up by the first conference.

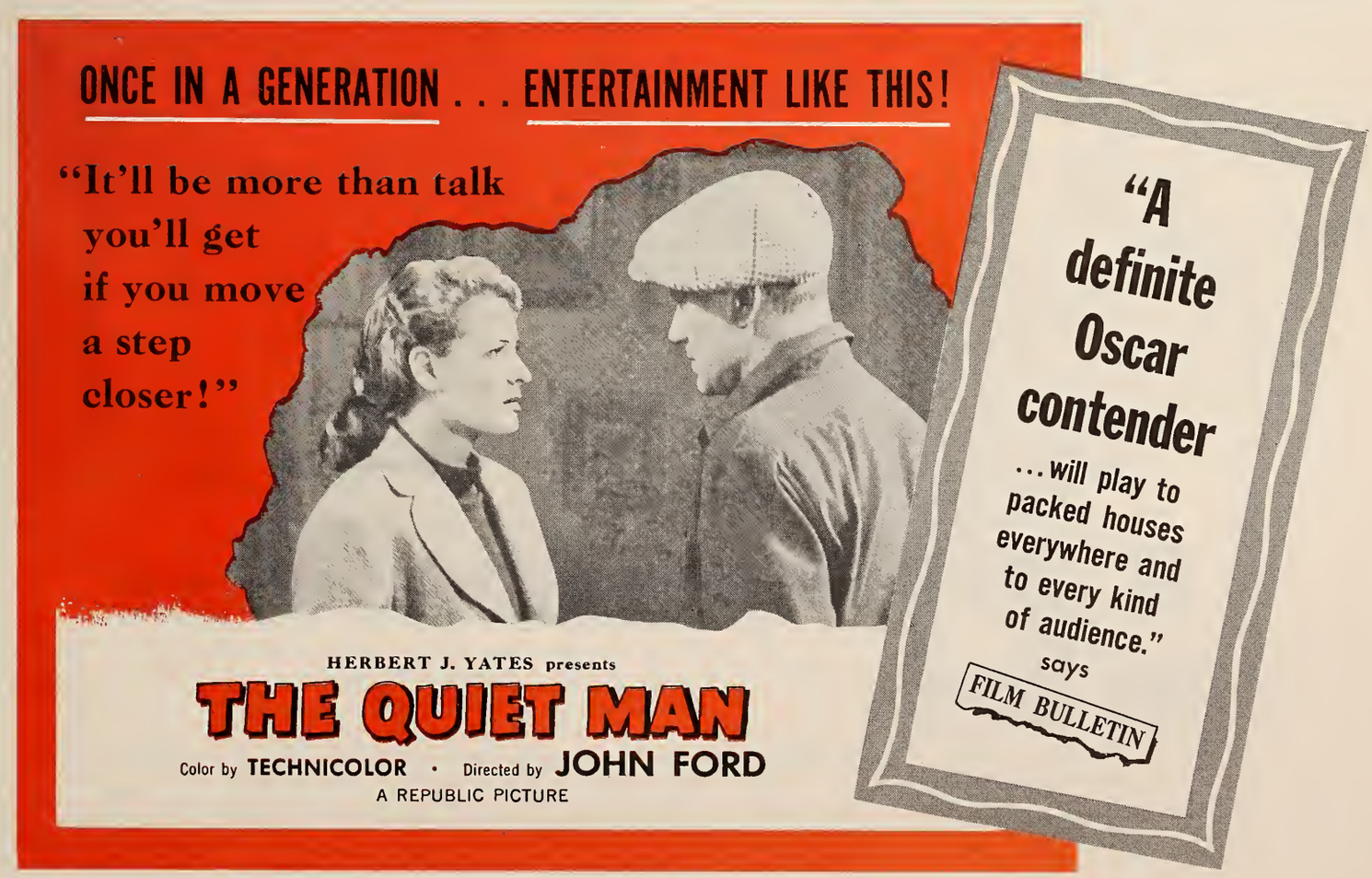
In addition to Levy, general counsel of the Theatre Owners of America, the following attorneys were appointed to the rules committee: Abram F. Myers, Allied States; Mitchell Klupt, Metropolitan Motion Picture Theatres Association; Milton Weisman, Independent Theatre Owners Association; L. S. Hamm, Western Theatre Owners; Austin Keough, Paramount; Robert W. Perkins, Warner, and Adolph Schimel, Universal.

Ten distributors and the five exhibitor associations mentioned will be represented at this week's meetings.

Under the rotating chairmanship plan adopted at the first conference, Harry Brandt of the ITOA would preside at the opening session today.

Press Party for 'B'way'

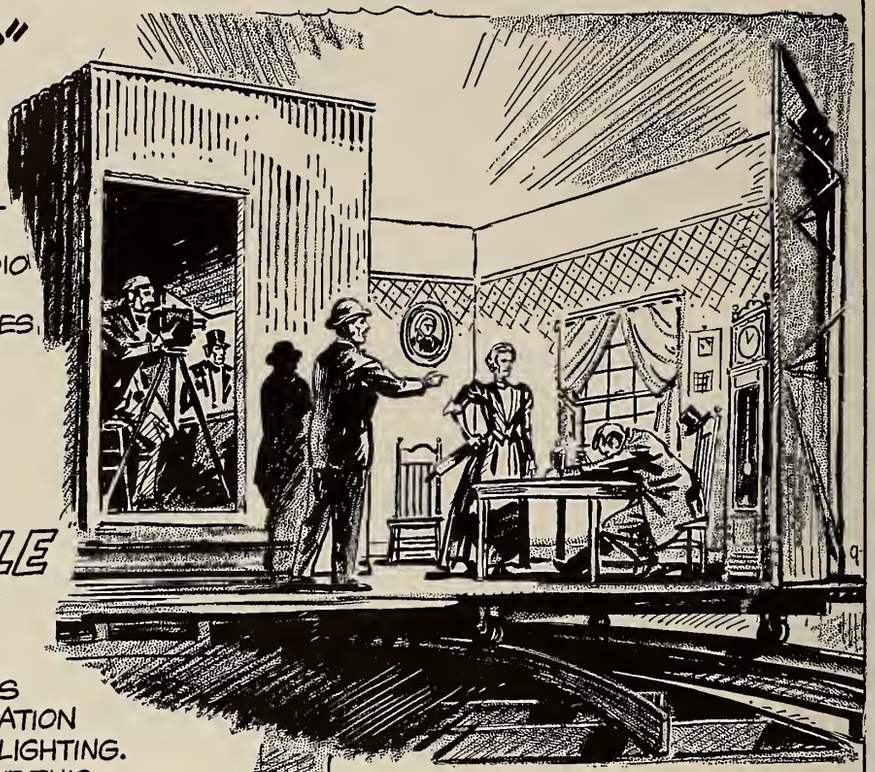
There will be a press cocktail party tomorrow at the 21 Club, for the start of actual filming of "Main Street to Broadway," which is to be produced by Lester Cowan in cooperation with the Council of the Living Theatre.



SEEING IS BELIEVING!

"BLACK MARIAS"

LIGHTED THE INFANT FILM INDUSTRY BY LITERALLY FOLLOWING THE SUN. NAMED AFTER AN ORIGINAL **EDISON** DESIGN BUILT IN 1893, THIS REVOLVING STUDIO PROVIDED A SHED FOR THE CAMERA, AND METAL FRAMES TO WHICH SCENERY WAS ATTACHED.



BRILLIANT, CONTROLLABLE WHITE LIGHT

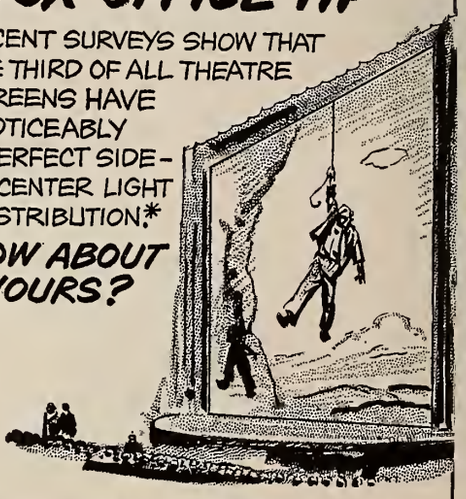
OF "NATIONAL" CARBON ARCS BROUGHT VIRTUAL EMANCIPATION FROM THE SUN FOR STUDIO LIGHTING. WHOLE MINIATURE CITIES LIKE THIS SET FOR **UNIVERSAL'S "BROADWAY"** (1929) WERE LIGHTED BY "NATIONAL" CARBON ARCS.



BOX OFFICE TIP

RECENT SURVEYS SHOW THAT ONE THIRD OF ALL THEATRE SCREENS HAVE NOTICEABLY IMPERFECT SIDE-TO-CENTER LIGHT DISTRIBUTION.*

HOW ABOUT YOURS?



*Report on Screen Brightness Committee Theatre Survey, Journal SMPTE, September, 1951.



GET IN THE SCRAP FOR DEFENSE
— SAVE YOUR COPPER DRIPPINGS!

THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 117 NEW YORK, U.S.A., TUESDAY, JUNE 17, 1952 TEN CENTS

'Test' Action Defies Censor Rights In Md.

'Nation' Suit Follows the 'Pinky,' 'Miracle' Cases

BALTIMORE, June 16.—A test of Maryland's motion picture censor laws will be made in a suit filed in Circuit Court here by a Washington territorial distributor of "Birth of a Nation," produced more than 25 years ago.

The action is a direct off shoot of the recent U. S. Supreme Court decisions in the "Pinky" and "Miracle" cases, and is seen as serving as further fortification of the Motion Picture Association of America's position against censorship of films.

The plaintiff is Harry R. Shull, trading as Peerless Distributing Co. His action is against the Maryland State Board of Censors and Beverly Ober, Baltimore's police commissioner.

The distributor alleges that Mary-

(*Continued on page 2*)

Crown Back to Paris On New Pact Talks

Alfred W. Crown, vice-president of worldwide sales for Samuel Goldwyn Productions, will leave here for Paris by plane today as the representative of the Society of Independent Motion Picture Producers in a renewal of talks with French government and motion picture officials on a new Franco-American film agreement.

Also participating in the renewed talks will be F. W. Allport, Motion Picture Association of America representative, who will go to Paris from

(*Continued on page 4*)

U.K. Offers Minor Ticket Tax Cuts

LONDON, June 16.—An amendment to the Finance Bill providing for minor reductions in the entertainment tax, certain to be disappointing to the larger circuits, will be offered, probably tomorrow, by Chancellor of the Exchequer R. A. Butler as the Bill reaches its report stage in Commons.

The amendment would abolish the

(*Continued on page 4*)

Phila. Stanley Sold Out for TV Fight

Philadelphia, June 16. — Within four hours today, the Warner Brothers 2,947-seat Stanley Theatre here was sold out at $3.25 per seat for the Sugar Ray Robinson-Joey Maxim championship bout on theatre television next Monday.

An hour prior to the opening of the box-office at 11:00 A.M. several hundred people were in line for reserved seat tickets. The entire capacity was sold out by 3:00 P.M. and standing room tickets at $2.60 each were put on sale thereafter. One ticket agency reportedly acquired 300 tickets.

Fifty Will Visit Rogers Hospital

Fifty executives, trade press representatives and others in the industry here will entrain Thursday night, along with members of the board of directors of the Will Rogers Hospital Fund, for Saranac Lake to visit the Will Rogers Hospital and to weekend at Herman Robbins' Hotel Al-Bur-Norm at Scroon Lake, N. Y.

Arriving at the Hospital Friday morning the group will have breakfast and then inspect the Hospital under the guidance of George Wilson and his staff.

The afternoon program will feature the unveiling of the Will Rogers Statue, created by Jo Davidson and presented to the Hospital by the state.

In the late afternoon the visitors will leave for Hotel Al-Bur-Norm, where they will be the guests of Robbins for the weekend. The group will result to New York Sunday evening.

(*Continued on page 4*)

Exhibitors Told Not To Pledge Public Any Tax Reductions

CHICAGO, June 16.—Exhibitors are being advised by organization leaders and others identified with the coming industry campaign to eliminate the Federal 20 per cent amusement tax to refrain from committing themsevles to pass on to the public any saving which might be realized from the anti-tax campaign.

The exhibitors' counselors point out that the New York Metropolitan Opera, symphony orchestras and other entertainment groups which won exemption from the Federal tax at the last session of Congress did not pass on the saving to the public. In fact, those groups asked for and received tax exemption primarily on the grounds that they needed the money and told the Senate Finance Committee beforehand that they proposed to increase their admission prices 20 per cent if the Federal tax was removed.

Sochin Heads 'U's' Short Subject Sales

The promotion of Irving Sochin to the post of short subjects sales manager of Universal Pictures was reported here yesterday by Charles J. Feldman, domestic sales manager. The position has been vacant for years.

Sochin, a veteran in distribution, has been assistant to Feldman since May, 1951, having become a member of the home office sales cabinet a year and one-half earlier when he assumed the post of sales head of U-I's special films division. Before that he was Universal branch manager in Cincinnati.

Sochin started with United Artists as a salesman in West Virginia.

NEWSPAPER EDITORIALS HAIL US SUPREME COURT DECISIONS

The Motion Picture Association of America has made a digest of editorials from 37 newspapers throughout the country hailing the recent U. S. Supreme Court decision in which it ruled that the motion picture screen is entitled to the free speech and free press guaranties of the Constitution.

"They call the decisions historic landmarks along the road of freedom of expression," said the MPAA.

"In opposing censorship—prior restraint—the screen seeks to achieve the same constitutional rights and liberties and privileges enjoyed by other media of communication," it added.

Continued an Association statement:

"We feel it is just as wrong for a censor to stand at a producer's shoulder and tell him what he may show on the screen as it would be for a censor to stand over an editor's typewriter and tell him what he may print. That's the issue.

"It is not the screen alone that is involved in the fight against censorship. So long as censorship of movies is permitted anywhere in our country, it stands as a threat to the liberties of all," the MPAA added.

Allied Set to Demand Rental Arbitration

Second Conference Opens With Only Brief Session

Answering a query following a one-hour opening session here yesterday of the second Industry Conference on Arbitration, Abram F. Myers, Allied States general counsel, conveyed the impression that Allied delegates to this week's additional meetings definitely would attempt again to get the distributors to agree to include film rentals and all bidding as arbitrable matters under whatever arbitration system is set up.

Myers reminded that Wilbur Snaper and Nathan Yamins, Allied's arbitration conference delegates, received explicit instructions from the organization's board at its meeting this spring in Colorado Springs to press for "all inclusive" arbitration and report back on the results of such efforts.

It was regarded as unlikely that to-

(*Continued on page 2*)

Steel Allotments May Be Frozen

WASHINGTON, June 16. — New theatre projects which already have received National Production Authority allotments of steel, copper or aluminum for use in the third quarter may find these allotments indefinitely held up, as a result of the current steel strike, NPA officials said.

NPA has also been holding up the announcement of a new list of approved construction projects for the third quarter and officials indicated this would not be released now.

FCC Attorneys Ask For UPT-ABC Delay

WASHINGTON, June 16. — Federal Communications Commission attornews have asked an extension of one week, until next Monday, of the deadline for filing their views with respect to the request of American Broadcasting Co. and United Paramount Theatres that their proposed merger be severed from other issues in the Commission's Paramount hearings and decided promptly.

Personal Mention

MAX YOUNGSTEIN, United Artists vice-president, has returned here from Dallas.

•

JOSEPH A. McCONVILLE, head of Columbia International, and his aides, HARRY KOSINER, HERMAN J. GOLDEN and LAWRENCE H. LIPSKIN, who conducted a sales meeting in London last weekend, will conduct another in Rome next weekend.

•

ALFRED CORWIN, of the Motion Picture Association of America press relations department here, is on vacation, during which he will attend a 25th anniversary alumni celebration at Harvard.

•

JAMES R. GRAINGER, Republic vice-president in charge of distribution, has returned here from a trip to Pittsburgh, Indianapalos, and Chicago.

•

DR. HERBERT T. KALMUS, president of Technicolor Motion Picture Corp., arrived here yesterday from the Coast and on Friday will leave for Boston.

•

WILLIAM GOETZ, Universal production executive, arrived in London yesterday from New York for a brief business and pleasure visit.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Boston from New York today.

•

AL HORWITS, Universal-International studio publicity director, has returned to Hollywood from New York.

•

JOSEPH MANKIEWICZ, who will direct M-G-M's "Julius Caesar," is due back on the Coast today from London.

•

MRS. ALICE THOMPSON, publisher and editor-in-chief of *Seventeen* magazine, is in Denver from New York.

•

NAT LEVY, RKO Radio Eastern division sales manager, will leave here for Detroit today.

TNT Line-Up Grows To 38 Theatres

The Paramount Theatre at Lynn, Mass., has joined the Theatre Network Television net carrying the June 23 Robinson-Maxim bout, Nat Halpern, TNT president, disclosed here.

The Paramount, a United Paramount house, is the 38th theatre in the TNT line-up.

Closes for Summer

CHICAGO, June 16.—Lopert's Ziegfeld Theatre, a Loop first-run, will close July 6 for the summer. The management plans to reopen the house in September.

Columbia Board Meet

Columbia Pictures board of directors met here yesterday. The meeting was described as routine. Harry Cohn, president, attended.

'La Ronde' Ban in New York Upheld in Split Decision

ALBANY, N. Y., June 16.—In a three-to-two decision, the Appellate Division has upheld the Board of Regents ban on "La Ronde," a French-made film being distributed in the U. S. by Commercial Pictures Corp. The film was banned on the grounds that it is "immoral".

The decision was marked by vigorous dissents by presiding Justice Sydney F. Foster and Justice O. Byron. Both declared that the New York statute providing for censorship is unconstitutional. Justice Foster added that "in any event the film in question is not so immoral as to justify censorship."

The recent U.S. Supreme Court "The Miracle" case was also used as an argument opposing the ban by Justice Foster. He wrote "it (the Supreme Court) held that expression by means of motion pictures is included within the free speech and free press guarantee of the first and 14th amendments to the Constitution of the U.S."

The majority opinion, however, held that the final verdict on "The Miracle" did not invalidate the state law empowering the Regents to censor films on grounds other than sacrilege.

In New York, Raymond Hakim, president of Commercial Pictures, said the case would be appealed shortly.

Md. 'Test' Suit

(*Continued from page* 1)

land's law requiring prior approval of a film violates the 1st and 14th amendments to the Constitution of the U. S. and Article 40 of the Declaration of Rights of the Maryland Constitution.

The court has given the defendants 10 days to show cause why they should not be enjoined from prohibiting exhibition of the film without prior censorship.

Maryland is likely to be used by the industry as the legal battleground for an attempt to kill censorship laws, in the opinion of Sydney R. Traub, chairman of the Maryland Board of Censors. He said he was so informed by a Hollywood studio executive.

The situation is an outcome of a legal opinion by Maryland's Attorney General Hammond Hall. He declared after the recent Supreme Court ruling that no film could be banned on "sacreligious" grounds that that films are subject to the same rights accorded press and radio, and left only obscenity and indecency as grounds for censorship in Maryland.

Traub says Hammond's ruling "has paved the way for a quick attack on the validity of our own cansorship statute."

Ringler Named to Maryland State Board of Censors

BALTIMORE, June 16.—Walter S. Ringler, of Bishopville, Md., is the newly appointed secretary of the State Board of Censors. The announcement came from Governor McKeldin's office. The term of Sydney R. Traub, chairman, expired early in May. He continues in office as a holdover until the Governor acts to reappoint him or name a successor.

Arbitration

(*Continued from page* 1)

day's conference session at the Hotel Astor will have time to consider any business other than discussion of the arbitration rules committee report which Herman M. Levy, committee chairman, submitted at the opening of yesterday's brief meeting. Hence, it is possible that any appeal by Snaper and Yamins in behalf of rentals, bidding and any other subjects they may seek to include in the arbitration framework will be taken up by the meeting tomorrow or Thursday.

The initial session, which convened at 2:00 P.M., adjourned about an hour later to give the distribution and exhibition delegates a chance to analyze the proposed plan of the rules committee's drafting committee, which Levy also headed. The plan, a 28-page document, is a legalistically phrased report of the arbitration principles adopted by the first Industry Conference on Arbitration in New York during the final week of last April. Since the first conference did not adopt rentals as an arbitrable subject, the draft contains no mention of it, Levy said.

The report makes provision for arbitrators to have the power to award damages; set up two types of bidding complaints as arbitrable; provides that the use of lawyers by distributors in arbitration proceedings will be restricted to their use, or non-use, by exhibitors; describes the method of selecting arbitrators and the operation of machinery for arbitrating violation of existing contracts, complaints on clearances, runs and "conditioning" licensing. It also provides for the use of a conciliation system, which the first conference also approved.

The meeting yesterday voted against making the report available to the press. The only other action taken during the brief session was a unanimous vote of praise for Levy's stewardship of the rules committee and drafting sub-committee. Immediately after the session adjourned, the delegates of the respective exhibitor organizations and the distributors' committee went into private huddles to study the report.

In attendance at the opening session were: Monroe R. Goodman, Austin C. Keough, Robert J. Benjamin and A. W. Schwalberg, Paramount; Seward I. Benjamin and Milton E. Cohen, United Artists; Adolph Schimel and Ray Moon, Universal; Al Lichtman, 20th Century-Fox; R. W. Perkins and Howard Levinson, Warner Brothers; Richard G. Yates and Charles E. Oberle, Republic; William Zimmerman, RKO Pictures; William F. Rodgers and Henderson M. Ritchey, Loew's; Snaper, Yamins and Myers, Allied; Mitchell Wolfson, S. H. Fabian and Levy, Theatre Owners of America; Leo Brecher and Emanuel Frisch, Metropolitan Motion Picture Theatres Association; Max A. Cohen, Independent Theatre Owners Association; Ralph Hetzel, J. Arthur DeBra and Manning (Tim) Clagett, Motion Picture Association of America.

Acquires 'Secret'

HOLLYWOOD, June 16.—Robert Lippert, head of Lippert Productions, has announced the acquisition of U. S. release rights to J. Arthur Rank's "Secret People."

NEWS in Brief . . .

WASHINGTON, June 16.—Harry M. Warner, president of Warner Brothers Pictures, reported to the Securities and Exchange Commission that in May he gave to charities 1,900 shares of the company's common stock, decreasing his holdings to 245,400 shares.

S. Charles Einfeld, vice-president of 20th Century-Fox, bought 2,000 shares of his company's common stock during the same month.

•

MILWAUKEE, June 16.—The Allied States spring board meeting and the 1953 national convention for drive-in theatres will be held here, Ben Marcus, Allied national director, announced. Allied ITO of Wisconsin also will schedule its 1953 annual convention to be held concurrently with the other meetings during the third week of March.

•

WASHINGTON, June 16.—H. Graham Morison has resigned as Assistant Attorney General in charge of the anti-trust division in the Department of Justice, a post he held for the past year and a half. Attorney General McGranery said he did not know when he would name a successor.

McGranery stated that Morison is "desirous of returning to the private practice of law."

•

HOLLYWOOD, June 16.—The Pakistinian envoy to the U. S., Mohammed Ali, and his party, will be guests at the Association of Motion Picture Producers luncheon tomorrow, to be presided over by AMPP board chairman Y. Frank Freeman.

•

ALBANY, N. Y., June 16.—The Paramount-Roy Rogers Music Co., Inc., has been incorporated to conduct a music publishing business in New York.

The incorporators are Roy Rogers, Russell Holman and Bernard Goodwin, the latter two of Paramount Pictures. Paramount's Austin Koeugh was incorporating attorney.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVELY TO LOOK AT"
Kathryn GRAYSON • Red SKELTON • Howard KEEL
Color by TECHNICOLOR • An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION



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EDITORIAL PAGE OF THE DAILY MIRROR
NEW YORK, FRIDAY, JUNE 6, 1952

Have a Thriller

A GOOD, old-fashioned melodramatic thriller, the kind that kept the heart pumping fast and the audience eager to get into the fight, always had a good purpose. The moral never detracted from the excitement; the triumph of virtue did not lessen the interest.

Nowadays, we are told by the sophisticated motion picture reviewers that "messages" are bad. What makes these reviewers sophisticated is hard to tell—maybe, as hard as knowing how they were picked as critics. Still, that is what they say.

It is refreshing to report that "*Walk East on Beacon*" (at the Victoria) is an entertaining and exciting melodrama, the "hero" of which happens to be the FBI. It is a bang-up, professional job of story-telling.

Whenever a good picture appears, the publicity folk for the studio always ask that the excellent ideas and purposes of the picture be played down and that only the story be emphasized. We say that is the bunk. We respect the intelligence of our readers. We do not write down to them.

Therefore, we say that "*Walk East on Beacon*," apart from being a wonderful melodrama, shows the means by which the FBI catches traitors and spies. And when the scurvy lot are caught, you will want to cheer.

You will wonder, of course, why some of them were not caught in real life as they are in this movie. Maybe, when J. Edgar Hoover retires, he will write a book on that subject. It too would be a thriller.



Just one of hundreds of editorial bravos boosting WALK EAST ON BEACON grosses, coast to coast

PLAY A THRILLER... *from Columbia*

COLUMBIA PICTURES

starring GEORGE MURPHY · Finlay Currie · Virginia Gilmore · Story and Screenplay by LEO ROSTEN · Suggested by THE CRIME OF THE CENTURY by J. EDGAR HOOVER
from THE READER'S DIGEST · Produced by LOUIS de ROCHEMONT with the cooperation of the FEDERAL BUREAU OF INVESTIGATION · Directed by ALFRED WERKER

National Pre-Selling

REDBOOK for July, soon due on news-stands, awards "Robin Hood" as its "Picture of the Month" with a double-truck in color, and names "Lovely to Look At," "Encore," "Has Anybody Seen My Gal" and "The Winning Team" as four other fine films. The August issue will carry a full page, full color ad on Universal's "The World in His Arms." They say that *Redbook* was the only monthly to get this ad, although it will run in three weekly magazines. . . . The August issue of *Esquire* will feature a 10-page reprint of the hard-hitting Jack London story, "The Mexican," under the title "The Fighter," as used in the current United Artists film. The magazine will be on the stands about July 10. . . . Tyrone Power's transition to modern dress in 20th Century-Fox's spy-thriller, "Diplomatic Courier," has resulted in a variety of picture layouts in fan magazines. Patricia Neal, along with Hildegard Neff, who supply the romantic interest, receive similar treatment for the interest of film fans.

•

A national tieup with American Standard Radiator Corp. will benefit Universal's "Just Across the Street" through national advertising and local application by 9,000 dealers who are prepared to work out cooperative advertising in conjunction with theatre playdates. . . . The Everlast Boxing Equipment Co. and Aquascutum Kingsway Rainwear have joined United Artists in the national promotion of "The Fighter." . . . Covington Fabrics Corp. will market a new drapery and upholstery fabric to tie in with RKO Radio's "The Big City." By the process, pictures are reproduced on the fabric; these will include outdoor scenes from the picture. . . . Two forthcoming Columbia pictures, "Walk East on Beacon" and "Cripple Creek," will be aided through the issue of cartoon books by Fawcett Publications.

•

"Summer at the Movie," a five-page review of 19 four-star pictures in the July 1 issue of Look *magazine, out today, has already attracted plenty of attention from top-bracket film industry executives who have seen the advance tear sheets. That "perennially ingenious Hollywood proves once again that movies are better than ever," is* Look's *editorial keynote. . . . Newsweek, in a special survey from Hollywood, decides that the film industry can meet new competition and runs a full-color pictorial report to prove it, quoting* Motion Picture Herald *on the seven top money-makers. . . . Louella Parsons in July* Cosmopolitan *will cite "Diplomatic Courier" as the "best picture of the month" with "Winning Team," "Lovely to Look At" and "Has Anybody Seen My Gal" as runners up.*

•

Warner Brothers' dancing stars, Gene Nelson and Virginia Gibson, were welcomed in Memphis as honored guests at a local Lions Club luncheon, proving again that the Lions are most cooperative. Their participation in promotions percolate right down to the grass roots.

WALTER BROOKS

Review

"The World in His Arms"

(*Universal International*)

AN ABUNDANCE OF ENTERTAINMENT values of the solid, traditional sort, having much to do with action, troubled romance and comic touches of the blunt variety, are present in this "40th Anniversary" picture of Universal's.

Also present are Gregory Peck, Ann Blyth and a solid supporting cast consisting in part of Anthony Quinn, John McIntire, Andrea King, Eugenie Leontovich and Carl Esmond. In color by Technicolor, the fanciful Borden Chase screen play based on Rex Beach's novel of a romantic prelude to America's purchase of Alaska from Russia, veers from San Francisco of 1850 to the seal breeding grounds in the Pribiloffs and the adjacent Russian settlement at Sitka. The picture is being given a series of premieres at military installations in Alaska this month.

Peck, an unpolished Yankee seaman who demonstrates his dislike of Russians and their seal hunting methods by systematically relieving them of their catches, falls in love with Ann Blyth, Russian countess, unaware of her identity. She is fleeing from unwanted marriage to a Russian nobleman, played by Esmond, and is temporarily stranded in San Francisco while enroute to Sitka where her uncle, in the person of Sig Ruman, is Russian governor of Alaska.

An impetuous romance between Peck and Miss Blyth is about to culminate in marriage when Esmond appears on the scene and spirits Peck's, and his, bride-to-be aboard a Russian gunboat and heaves anchor for Alaska, leaving Peck waiting at the altar. When Peck learns Miss Blyth's imperial identity and that she has departed from Esmond, he convinces himself she had trifled with his affections only for the purpose of getting passage to Sitka aboard his schooner.

While on a drinking spree, trying to forget, Peck bets his schooner against Quinn's (Quinn plays a Portuguese seaman also engaged in pilfering sealskins from the Russians) in a race of the two from San Francisco to the Pribiloffs. The schooner race, beautifully staged and photographed, is a picturesque and thrilling high point of the action-packed film.

At the seal islands, both schooners are overtaken by Esmond's gunboat and the Yankees are imprisoned at Sitka. There Peck learns that Miss Blyth had been taken from San Francisco against her will and that she still hopes to marry him. He gains an audience with the Russian governor by broaching an offer by San Francisco bankers to buy Alaska and when the offer is rejected Miss Blyth gains freedom for the Yankees by agreeing to marry Esmond. The Yankees, led by Peck, return to Sitka, steal Miss Blyth from the wedding ceremony and make their escape on Peck's schooner after Peck has blown up the gunboat and bested his rival, Esmond.

Obviously, these ingredients, as well as many more unmentioned, will please the action fans and keep many another on the edge of his seat, in amazement or amusement, if not in suspense. Raoul Walsh directed to get the most from the material in terms of action and excitement. Aaron Rosenberg produced. Horace McCoy contributed additional dialogue.

Running time, 104 minutes. General audience classification. For August release.

SHERWIN KANE

Will Rogers Hospital

(*Continued from page* 1)

The following will make the trip: Abe Montague, Chick Lewis, Herman Robbins, Wilbur Snaper, Arthur Krim, Jack Cohn, James Mulvey, George Dembow, Abel Green, Bob Hoff, Charles Reagan, Charles Feldman, Tom Connors, Robert Mochrie, Richard Walsh, Max A. Cohen, Martin Quigley, Jr.

Also, Ned Depinet, Ned Shugrue, Maurice Bergman, William Heineman, R. J. O'Donnell, Morton Sunshine, Paul N. Lazarus, Jr., Harry M. Kalmine, William White, Fred Schwartz, Sam J. Switow, Al Picoult, James M. Jerauld, Chester Bahn, Mel Konecoff, George Eby, Tom Kennedy.

Also, Sam Rosen, Sam Rinzler, Ben Shlyen, Si Fabian, Harry Brandt, Murray Weiss, Dr. Edgar Mayer, Marvin Kirsch, Herb Golden, Marc J. Wolf, Arthur Israel, Jr., Jack Alicoate, Jay Emanuel, Spyros P. Skouras and Gus S. Eyssell.

$50,000 for Hutton at Canadian Exhibition

TOTONTO, June 16.—Betty Hutton has been signed by Jack Arthur as the headliner for the grandstand show at the Canadian National Exhibition, Toronto, at an annnounced salary of $50,000 for 14 performaces, Aug. 22-Sept. 6.

Miss Hutton last apppeared in Toronto at the Canadian premiere of Paramount's "The Greatest Show on Earth" at Famous Players' Imperial Theatre.

Korda's London Film Reports Loss in '51

LONDON, June 16.—Sir Alexander Korda's London Film Productions, Ltd., reported a net loss of £10,787 for the 1950-51 fiscal year, against a profit of £8,755 for the previous 12 months.

The accounts show that the company's consolidated deficit has increased from £543,218 to £953,886, after providing £400,000 in diminution of trade investments to £129,835. The major investment comprises a stock holding in Britsh Lion which amounted to £463,532 at cost. The market value of this holding last August was £78,190.

A note to the accounts states that gross arrears of dividends on the company's £403,549 preference and preferred ordinary share capital now total £343,447.

Duex Studios in Deal

Harold Sugarman, formerly of Paramount, United Artists and Universal foreign film departments, who recently formed Duex Film Studios, Inc., here, for the purpose of dubbing foreign films into English, has contracted for dubbing the Mexican film, "In the Palm of Your Hand," for release to both theatre and television outlets. The film was produced by Mier & Brooks.

New Pact

(*Continued from page* 1)

his London headquarters, and Gerald Mayer, former MPAA Continental European representative, who is now with the American Embassy in Paris and who will represent the State Department in the negotiations. John G. McCarthy of MPAA, who returned from Europe last week, may go to Paris for the talks also if later developments suggest the need for his presence.

Initial conferences on a new agreement to replace the one expiring June 30 were held in Paris six weeks ago with Crown and Eric Johnston, MPAA president, participating. At that time the French offered four alternative proposals, none of which was completely acceptable to American interests, largely because they involved payments of subsidies to the French industry. They were subsequently withdrawn by the French.

A new French proposal, eliminating the subsidy provision but setting a ceiling on American film imports, was communicated to American industry representatives later but is described here as "unofficial." Insofar as the American industry representatives are aware, no formal proposal is ready for discussion and they will go to the new meetings prepared to listen and report.

SIMPP and the State Department continue opposed to any proposal which includes payment of subsidies to the French industry.

U.K. Tax Cuts

(*Continued from page* 1)

one-penny tax on both seven and eight-pence seats and would reduce the tax on eight-pence and half-penny seats from three half-pence to a half-penny.

Thereafter, the proposed new scale rises more gradually than existing taxes up to the one shilling and six-pence seats. Above that, there would be no change in the tax. The trifling reductions obviously are designed as a sop to showmen who claim they cannot continue in business unless the existing tax scale is changed.

Exhibitors, urging the restoration of the one shilling and three-pence seat, asked that their Eady levy on that seat pirce be one-farthing instead of the present three-farthings. Producers, who opposed the exhibitor proposal, won their point. There will be no alteration in the Eady levy.

Buchman Trial Delay

WASHINGTON, June 16.—The contempt of Congress trial of producer Sidney Buchman, scheduled for today, was again postponed. The reason was the sickness of U. S. Attorney William Hitz and of Judge F. Dickinson Letts.

'U' Unit in Jacksonville

Universal recently opened an exchange in Jacksonville, Fla., and not in Miami, as erroneously stated here yesterday.





OPERATION: BOX OFFICE

"Let's take the children—catch an early show..."

▶ Going to the movies is part of our way of life—as American as apple pie. It is a custom observed by the family whenever and wherever good movies can be seen. For good movies are the best family entertainment investment every week of the year.

▶ Eastman Technical Service for Motion Picture Film is available at strategic points. For further details, address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.



"FROM UNDER MY HAT"

by HEDDA HOPPER

Another scoop for the **COMPANION!** Hedda Hopper—noted Hollywood columnist—tells all in the July and August issues. This fascinating story of her life, her hats and of the Hollywood stars she writes about is typical of the timely news coverage the **COMPANION** gives Hollywood. That's why the movie makers have invested more money in the **COMPANION** during the past six years than in any other monthly magazine.*

*Except of course the fan magazines.

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S. THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 118 NEW YORK, U. S. A., WEDNESDAY, JUNE 18, 1952 TEN CENTS

CD Course for 34,000 Police On Theatre TV

Closed Circuit Hookup In 8 States, 10 Cities

Almost 34,000 municipal and state policemen in ten cities will participate in a closed circuit theatre television network on June 26, arranged by Federal Civil Defense Administrator Millard Caldwell, United Paramount Theatres vice-president Robert M. Weitman, disclosed here yesterday.

The New York Paramount Theatre, which will play host to 4,000 city policemen receiving Civil Defense instructions, will be included in the eight-state telecast. Other theatre circuits participating, besides UPT, include Loew's, Warners, and RKO Theatres.

Policemen will assemble at 10:00 A.M., EDT, in theatres in their respective cities to see the one-hour show televised in Washington, D. C., designed to acquaint them with the magnitude of the problems they will encounter should their cities be bombed.

The 10-city hookup, the first of its kind ever attempted, is a result of

(*Continued on page 6*)

N.Y. Minimum Wage Bill Hit By Theatres

ALBANY, N. Y., June 17.—Warning that the number of theatres closed upstate in the past year—estimated at 40 to 45, as of May 31—will increase sharply if the legislature passes a proposed bill for a 75-cent hourly minimum affecting all workers except learners and the physically handicapped, were voiced by theatremen at a public hearing here today before the Miller Committee on Industrial and Labor Conditions.

Assembly Majority Leader Lee B.

(*Continued on page 3*)

Kerness to Handle NewColumbiaDuties

Jack Kerness has been appointed business manager of Columbia Pictures' advertising - publicity - exploitation department in the East. He replaces C. O. Slenker who has been transferred as an administrative assistant to Leo Jaffe. The new assignment takes effect immediately.

Shadows of D. of J., Court Lie Across Arbitration Meet

As exhibition and distribution delegates to the Industry Arbitration Conference strove at day and night sessions at the Hotel Astor here yesterday to agree on acceptance of individual paragraphs in a rules committee report of the April arbitration parley, the presence of two "unseen guests," the U. S. Department of Justice and the Federal Statutory Court, appeared to be increasingly sensed.

The Conference, which yesterday marked the second day of the second series of meetings aimed at providing the industry with an arbitration system, announced "progress in considering the suggestions" contained in the 28-page report of the rules committee. This announcement came shortly before a night session got underway. It was understood that at that time the Conference had not gotten through one-third of the document.

The fact that "progress" was so limited was explained by one Confer-

(*Continued on page 3*)

Rogers-Realart Contract Ends

The five-year contract between Realart Pictures, Inc. and Roy Rogers, executive vice-president and general manager, will expire tomorrow, it was announced here. The contract is not being renewed and Rogers will no longer be affiliated with Realart or Jack Broder Productions.

According to the announcement he leaves with "a complete understand-

(*Continued on page 3*)

Meet Here Today on Foreign Problems

Foreign market problems in a number of European and Asiatic countries will be reported upon and discussed at a meeting here today of the Motion Picture Export Association, with Eric Johnston, Motion Picture Association of America president, and some company presidents attending.

John G. McCarthy, MPA interna-

(*Continued on page 2*)

Burnett Chairman Of Ohio Exhibit

COLUMBUS, O., June 17.—Martin C. Burnett, Loew's Central division manager with headquarters here, was named chairman of the "Hollywood at the Fair" exhibit planned for the Ohio State Fair here August 22-29.

The Columbus Movietime Commit-

(*Continued on page 3*)

Studio Labor Pledges Schenck Efficiency Aid

HOLLYWOOD, June 17.—American Federation of Labor studio unions and guilds pledged the complete cooperation of their more than 25,000 members at this week's A. F. of L. Film Council meeting in Loew's-M-G-M's attack on waste and inefficiency in studio operations.



Nicholas M. Schenck

Nicholas M. Schenck, Loew's president, and his executive aides attended the meeting as unannounced guests.

Schenck, now in his second week of studio conferences, told the union and guild representatives at the meeting that conditions today require the elimination of all slack and lost motion in studio operation if a healthy financial condition is to be maintained.

Although he assured his hearers there is no intention of seeking a cut in wage scales or other changes in the same category, Schenck declared that desultory work habits and easy-going procedures must be corrected at once. He indicated that prompt dismissals would follow any instances of individual failure to comply.

The A. F. of L. Film Council is composed of 22 unions and guilds. IATSE president Richard Walsh led in the response to Schenck by pledging all IATSE locals to do their utmost in complying.

Schenck is the first company president to meet directly with the Council on industry problems.

Allied Alerts Theatres to Tax Campaign

Sound Out Candidates On Stand, Myers Urges

WASHINGTON, June 17.—Allied States general counsel Abram F. Myers urged exhibitors in a message released here today to ask all candidates for the House and Senate to pledge themselves in favor of repeal of the 20 per cent admission tax in order to insure success of a tax repeal 'drive in the new Congress convening next January.



Abram F. Myers

Myers also declared that the financial condition of exhibitors is far worse than during the 1950 tax repeal drive, and therefore the industry would no

(*Continued on page 3*)

Air Line Cuts Film Freight Rate 42%

CHICAGO, June 17.—Rate reductions of 42 per cent on air freight shipments of film between the Pacific Northwest and 14 inland and Atlantic Seaboard cities have been placed in effect by United Air Lines.

The new low rate applies to 100 pounds or more of film flown from Seattle, Tacoma and Portland.

$3-Million Yearly to Ohio for Censoring

Columbus, June 17.—The State of Ohio's charge of $3 per reel for screenings for its censors brings in about $3,000,000 annually, the Columbus *Citizen* estimates.

A lead editorial in the daily newspaper declares Ohio in effect is "levying a tariff on interstate film commerce, which the U. S. Constitution forbids." There is "no good reason for Ohio continuing censorship," the editorial stated.

Personal Mention

GEORGE WELTNER, president of Paramount International, and MRS. WELTNER, will leave here today for Europe on the *Queen Elizabeth*.

•

VINCENT TROTTA, industry artist and judge in the forthcoming "Miss Universe" beauty pageant, will be among those at the City Hall reception to be given tomorrow by MAYOR IMPELLITTERI for the foreign beauty winners.

•

MAURICE GRAD, Columbia's short subject sales manager, will leave here today on a three-week business trip to Charlotte, Atlanta, Jacksonville, New Orleans, Dallas, Oklahoma City and Memphis.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will be in Pittsburgh today and tomorrow. He will return to New York Friday.

Owen Holds Para. Conferences in South

Hugh Owen, Paramount Eastern-Southern division sales manager, will wind up his series of branch meetings on product this week with visits to the Atlanta and New Orleans exchanges. The first half of the week was set aside for the Atlanta gathering and the latter part for New Orleans.

The Paramount sales executive has already held meetings elsewhere.

Paper Promotes 'McLain'

More than 5,000 copies of the Hawaii weekly Sunday magazine of the Honolulu *Advertiser*, with a special pictorial feature section on "Big Jim McLain," John Wayne starrer for Warner Brothers, have been mailed from Honolulu to exhibitors, newspaper publishers, editors, and columnists throughout the United States.

Jack Warner to Nice

LONDON, June 17.—Jack L. Warner, vice-president of Warner Brothers, left the British capitol for Nice accompanied by his son-in-law, William Orr and Mrs. Orr, daughter Barbara and Richard Gully. He plans to return to England in early August.

SPG Names Thomas

HOLLYWOOD, June 17.—The Screen Publicists Guild last night elected Dan Thomas president. He succeeds Kenneth Carter, who had served two terms.

SPG and USC in Deal

HOLLYWOOD, June 17.—The Screen Producers Guild and the University of Southern California have concluded an agreement whereby a series of six lectures by SPG members to USC classes next fall will be photographed and recorded for ultimate use in universities and other educational facilities throughout the nation.

20th's Field Executives To See Eidophor System

Field sales executives of 20th Century-Fox will attend a two-day meeting here on June 26-27 to witness a demonstration of the new Eidophor system of large-screen television and to discuss distribution plans on top pictures scheduled for the remainder of 1952.

Al Lichtman, director of distribution; W. C. Gehring, executive assistant general sales manager, and assistant sales managers Edwin W. Aaron and Arthur Silverstone will conduct various phases of the sessions.

Attending from the field will be division managers Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Empire State; Tom McCleaster, Central; Moe Levy, Midwest; Glenn Norris, Atlantic; and Peter Myers, Canadian. Also present will be Paul Wilson, assistant Southern division manager, and Buck Stoner, assistant Western division manager.

Joining in the sessions will be branch managers Tom Gilliam, Chicago; Jim Connolly, Boston, and Ben Simon, New Haven, whose exchanges are under the direct supervision of the home office.

Additional home office sales executives attending will be Lem Jones, Frank Carroll, Morris Caplan, Jack Bloom, Peter Levathes, Clarence Hill and Roger Ferri.

20th Limits Film Tieups of Officers

The 20th Century-Fox board has adopted a new by-laws provision placing specific restrictions on officers and directors.

"No person who is a director, officer, agent, employee or substantial stockholder of another United States motion picture distribution company (other than a subsidiary of 20th-Fox) shall be elected as an officer or a director of the corporation," the new article to the by-laws states.

The new article was adopted following the defeat of a minority stockholders' resolution at the May 20 stockholders' meeting, calling for certain restrictions on officers and employes.

The defeated resolution was as follows: "Resolved, that the stockholders of the corporation recommend to the board of directors that no relatives of executives be employed by 20th Century-Fox or any subsidiaries wholly owned or in part, which includes theatres and their candy concessions, and that no person with any criminal record shall be employed in any capacity, and the by-laws be amended to enforce this rule which applies to foreign countries and film productions anywhere."

Technicolor Dividend

A quarterly dividend of 50 cents per share was declared here yesterday by Technicolor's board of directors, to be paid on July 22.

Court Asks Proof In ASCAP Film Case

The Dubonnet Music Publishing Co. was instructed to furnish evidence to the Department of Justice regarding its bid to amend the ASCAP decree at a hearing in Federal District Court here yesterday.

Dubonnet's petition, which charges that ASCAP is dominated by the film industry in restraint of trade, seeks to bar motion picture companies from engaging in the music publishing business.

Judge Edelstein said the Department of Justice should press the suit if the evidence presented by Dubonnet warranted action. Dubonnet, however, was given the option to press application of its bid if the Justice Department decides not to enter the case.

Dubonnet's motion was vigorously opposed by ASCAP, which denied all allegations and denied that the petition had any standing in court.

'Drive-in Potent' Industry Force

An appraisal of the drive-in theatre, described as an integral part of American life, is featured in the motion picture section of *Holiday* magazine's July issue entitled "Travel, U.S.A."

"From an almost comical rural relative, drive-ins have become a potent force in the picture business," states the magazine. "In an issue devoted largely to America on the road they deserve special attention and examination."

Comic Book Tieup For Para. Cartoons

In order to provide promotion for its short subject cartoons, Paramount has signed a contract with Harvey Publications, publishers of comic magazines, covering five Paramount cartoon characters.

Foreign Meet

(*Continued from page* 1)

tional vice-president, will report on his recent European trip and developments in connection with the negotiation of a new French import agreement to replace the one expiring June 30, will be discussed. The French pact talks will open in Paris tomorrow on a government-to-government basis, with industry representatives present only as observers.

F. W. Allport of MPA's London office and Alfred Crown of the Society of Independent Motion Picture Producers will attend as observers. Gerald Mayer, formerly of the MPAA Paris office and now with the American Embassy there, will represent the State Department.

Newsreel Parade

THE STEEL STRIKE and Eisenhower's campaign head current newsreel highlights. Other items include the Long Island Railroad strike, and sports. Complete contents follow:

MOVIETONE NEWS, No. 50—Eisenhower in Detroit. Koje prisoners moved. B-29 scores bull's eye. Unknown captures golf title, Hogan is third.

NEWS OF THE DAY, No. 284—Koje. Eisenhower answers questions. Truman dedicates atomic sub. Bull's eye bomb. Golf upset. Water skiing.

PARAMOUNT NEWS, No. 87—Truman at atom sub ceremony. New guided bomb. Eisenhower in Detroit. Koje. Golf.

TELENEWS DIGEST, No. 25A—Korea: Reds split, internal crisis. Eisenhower in Midwest. Sun glasses fashions. Golf.

UNIVERSAL NEWS, No. 570—Atom sub. Koje. Guided bomb. Long Island Railroad strike. Rose Festival. Soccer. Rodeo.

WARNER PATHE NEWS, No. 89—Koje cleanup. Guided bomb. Eisenhower in Detroit. Atom sub. Water skiing. Track meet.

Reports Top Talent Drawn to Mono.-AA

HOLLYWOOD, June 17.—Monogram-Allied Artists executive producer Walter Mirisch, who entrains Thursday enroute to Europe, today said that the policies adopted a year ago by Monogram-AA are yielding solid benefits.

Mirisch said, "Players, agents, and other studios are now cognizant of the fact that strong story properties, color and added production values we are giving our films today are worthy of the best talent available. These pictures each play better than 10,000 theatres and can also be an important help in furthering the careers of new stars."

The players recently signed by the company for forthcoming pictures include John Hodiak, Sterling Hayden, Richard Carlson, Stephen McNally, Linda Christian, Mark Stevens, Dorothy Malone, Bill Williams, Marshall Thompson and Vincent Edwards.

Mirisch will confer with vice-president Morey Goldstein on release plans for the next four months before sailing for Europe, where he will follow up on-joint production plans with Associated British-Pathe now being formulated by President Steve Broidy.

Craddock Becomes Weshner Partner

Gordon C. Craddock, assistant to Alfred Crown, vice-president in charge of worldwide sales for Samuel Goldwyn Productions, has resigned to become a partner in David (Skip) Weshner Enterprises, producers' representatives. Lester Rawson, sales aide, will take over Craddock's duties.

Craddock, who has been with the Goldwwyn organization since 1950, previously was with Universal.

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Tax Campaign

(*Continued from page* 1)

longer be able to pledge Congress and its customers that the tax reduction would be passed on to the patrons.

"Hard-pressed exhibitors are going to retain that money," he declared. "They will have to do this in order to remain in business."

Other Highlights

Other highlights of a lengthy, five-page, single-spaced bulletin to Allied members, commenting on the recent Texas meeting, the outlook for the Council of Motion Picture Organizations, and the tax repeal drive, were these:

The three-man control of COMPO is merely a stop-gap and some permanent solution must be adopted soon;

Distributors must do more to support COMPO;

Repeal of the admission tax cannot be secured during the present Congress, fast approaching an end, but the groundwork must be laid now for an all-out campaign in January; and

The Supreme Court's "Miracle" decision, holding that films were part of the press under the First Amendment, should receive prominent mention and should help in the tax-repeal campaign.

Tax-repeal Drive

Much of Myers' bulletin contained suggestions for the tax-repeal drive. "The immediate problem," he said, "is to create a nationwide organization and to carry on a campaign of education during the political campaign so that the industry will be fully prepared and in a strong position to launch a frontal attack on the tax when the new Congress takes over next January."

Myers said the industry's case now is stronger because the industry's economic situation is "much more desperate." He pointed out that symphonies, operas and other "alleged non-profit organizations" secured a tax exemption in 1950 even though they frankly said they would not pass the saving to their customers, but needed it themselves. Exhibitors must take the same line now, he said, because they need the money.

This means, Myers continued, that theatres cannot ask patrons to sign petitions for repeal, as in 1950. He added, however, that in a thoroughly organized and efficiently conducted compaign this kind of support would not be needed. He said that if all persons in the industry will join in a letter-writing campaign, and their families and friends, and all suppliers of equipment and concession goods and their families and friends, "the mails will be flooded." Such a campaign, he indicated, should probably come in January, at a signal from COMPO.

Use of Screens

Myers also suggested that the industry "use its own screens to defend itself." He said he hoped that during the campaign "the theatres in each state will run a trailer showing the pictures of all candidates pledged to repeal, together with favorable comment, omitting, of course, those candidates who do not promise such support."

Finally, Myers said, everyone in the industry should pledge himself to help the COMPO committee headed by H. A. Cole and Pat McGee. He emphasized that all activities should be coordinated through the committee and that "no individual, no matter how rugged, should take any action or issue any orders contrary to the rules laid down by the committee—at least not without first taking up the matter with the committee."

Myers said the high court's "Miracle" and "Pinky" decisions were not too clear in their bearing of the future of censorship, but that they certainly should help in the tax fight. "One can imagine the furor," he stated, "if Congress undertook to levy a special excise tax on newspapers."

The three-man control of COMPO was accepted by Allied as a stop-gap, Myers said. He added that Allied had given no thought to a permanent solution but that he personally would lean toward combining the offices of president and executive vice-president and securing the services of an outstanding man, even from outside the industry, for the job.

Hits Advertising of Films in Newsreels

Des Moines, June 17.—Iowa-Nebraska Allied members are voicing criticism of what they believe to be an increasing tendency to advertise coming attractions in newsreels, largely by means of pawning off picture premiere publicity as news.

In his current bulletin, Charles Jones, secretary, writes: "Showing tuxedoed executives attending the opening of their own pictures . . . is not news and doesn't help the pictures."

N. Y. Wage Bill

(*Continued from page* 1)

Mailer, presiding, emphasized that the 19-page bill was only "for study" and that "changes would be made."

Charles A. Smakwitz, Warner Bros. upstate zone manager, and Lewis A. Sunberg, executive director and counsel for Albany Theatre Owners, were those who cited the 40 to 45 closing figure. Both predicted additional shutterings, Sunberg believing they would be chiefly in "marginal or fringe operations."

Harry Lamont, president of Albany TOAA and an exhibitor for 30 years, cited some specific theatre closings in this area.

Howard M. Antevil, counsel for the Schine Circuit, disclosed that it had or would close, within the next two or three weeks, 13 houses in the Albany and Buffalo zones, although some would be operated part time. Seventeen additional Schine houses in New York state might be darkened if studies showed that receipts did not keep pace with expenses, Antevil added.

The Schine spokesman fixed no probable date for the second group, but did point out that increased operating costs—such as a minimum 75-cent hourly rate—could be a factor..

Charles Kurtzmann, Loew's division manager for Syracuse and Rochester, supported Smakwitz. D. John Phillips, executive director of MMPTA, and Morton Sunshine, representing ITOA, attended as observers.

Arbitration

(*Continued from page* 1)

ence representative as being due to general recognition that the report of arbitration principles will be submitted to the Department of Justice for its approval and later to the Statutory Court for inclusion in the industry anti-trust suit decrees. It was said to be obvious that the Conference delegates wanted to see approval by the Department and the court "without a hitch."

Release to the press of document sections already adopted by the delegates was withheld "temporarily" pending action on other affected parts of the rules committee's proposals.

Since the distributors, Theatre Owners of America, and one or both of the New York Metropolitan area exhibitor associations were represented at the recent rules committee meetings that produced the draft of principles, inquiry was made as to whether Allied States and Western Theatre Owners had more or less exclusively raised questions concerning the document's contents. The official reply was that questions and discussion originated in the delegations of all parties represented at the conference.

The meeting today will continue with the examination of the committee report, and if that work is not completed by 5:00 P.M. another night session will be held.

Ohio Exhibit

(*Continued from page* 1)

tee, in behalf of all Ohio exhibitors, is spearheading the exhibit which has received pledges of support from major exhibitors, the Motion Picture Association of America and the Independent Theatre Owners of Ohio.

Walter Kessler, manager of Loew's Ohio, was named co-chairman. Lee Hofheimer, of H. & S. Theatres, was selected treasurer and Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, was named secretary. Committee members working on the project, in addition to those named, include C. Harry Schreiber, RKO Theatres city manager; Charles Sugarman, H. & S. Theatres; Milton Yassenoff, Academy Theatres; Lou Holleb, Uptown Theatre; Art Miller, Miles Theatres, and Fred Oestreicher, Loew's publicist.

Rogers-Realart

(*Continued from page* 1)

ing and accord with Jack Broder" who is personally assuming the duties of Rogers.

Rogers will continue his business with Rogers and Unger Associates. He will announce the organization of a new company and future plans shortly.

Toast 'Main St.' Start

A press conference and cocktail party was given yesterday at the "21" Club to mark the start of shooting of "Main Street To Broadway," the feature being produced in New York by Lester Cowan in cooperation with the Council of the Living Theatre, to be released by Metro-Goldwyn-Mayer. The original story for the film was written by Robert E. Sherwood and the screen play by Samson Raphaelson.

Broadway Grosses Fair to Good; Music Hall, Para. Strong

Some improvement in business is being noted at several Broadway first runs, with the prospect for the current week being fair to good despite several days of record heat for the season and the absence of any strong, new attractions on the street. The influx in volume of summer visitors to the city apparently is accounting for some of the improvement.

Neighborhood houses, whether of first, second or subsequent run classification, were also said to be enjoying especially good business.

A tidy $120,000 was indicated for the third week of the combination of "Lovely to Look At" and a stage presentation at Radio City Music Hall where Thursday through Sunday brought a gross of $75,000.

$92,000 for Paramount

At the Paramount the lure of Johnny Ray on stage and "The Wild Heart" on screen grossed a smart $92,000 in the third and final week, ending yesterday. The new Paramount bill, opening today, will feature "Clash by Night" and a stage show topped by singers Les Paul and Mary Small.

Registering $38,000 Friday through Sunday, the Roxy's combination of "Diplomatic Courier" and a stage bill is seen mounting up to a quite adequate $58,000 for the initial week ending tomorrow.

Holding up nicely at the Victoria is "Walk East on Beacon," with $24,000 indicated for the third stanza, which terminated yesterday. The fifth week, ending today, finds "Outcast of the Islands" doing all right at the Astor with $10,000 expected.

Gratifying returns still are being earned at three off-Broadway first-runs: the 11th week of "Man in the White Suit" gave the Sutton $10,000, the 11th inning of "Encore" at the new Normandie is bringing $7,500, and the third week of "Actors and Sin" chalked up $7,600 for the Park Avenue.

'Red Planet'

"Red Planet Mars" opened Saturday at the Criterion for a scheduled 10-day stand which, on the basis of weekend business, is expected to ring up between $15,000 and $16,000, possibly more. Walt Disney's "Robin Hood" will take over at the Criterion a week from tomorrow.

"Carson City" moved into the Globe last Friday for a single week's occupancy, with a mild $8,500 in store. Slated to take over at the house on Friday is "The Lady in the Iron Mask."

A moderate $8,000 is seen for the third and final week of "The Fighter" at the Mayfair where "The Winning Team" will bow on Friday. The third and final stanza of "Skirts Ahoy" at the Capitol is slow, with $15,000 due; the house will greet "Pat and Mike" today.

The final four days, following two weeks, of "The Girl in White" gave Loew's State a nice $6,000.

Illinois Variety Tourney

CHICAGO, June 17.—The Variety Club of Illinois, Tent No. 26, will hold its annual outing and golf tournament at Langford Links on Friday.

M·G·M's "IVANHOE"

The Picture Selected as No. 1 by exhibitors representing 10,000 theatres at M-G-M's "Seeing Is Believing Meeting" in California!



92 THEATRE TRADE SHOWS! SEE IT WITH AUDIENCES!

PLACE	THEATRE	ADDRESS	DATE	HOUR
ALBANY	Delaware	290 Delaware Ave.	7/1	8:30 P.M.
ATLANTA	Garden Hills	2835 Peachtree Rd. N.E.	7/2	8:30 P.M.
BOSTON	Fine Arts	Norway Street	6/30	8:30 P.M.
BUFFALO	Sheo's Elmwood	539 Elmwood Avenue	7/2	8:30 P.M.
CHARLOTTE	Plaza	1610 Central Avenue	6/30	8:30 P.M.
CHICAGO	Adelphi	7074 N. Clark Street	7/2	8:30 P.M.
CINCINNATI	Guild	782 E. McMillan (Peebles Corner)	7/1	8:30 P.M.
CLEVELAND	Heights	Euclid Hgts. Blvd. & Coventry Rd.	7/1	8:30 P.M.
DALLAS		(Previously Tradeshown)		
DENVER	Federal	3830 Federal Blvd.	7/1	8:30 P.M.
DES MOINES	Uptown	4115 University Avenue	7/2	8:30 P.M.
DETROIT	Globe	3520 Grand River Avenue	7/1	8:30 P.M.
INDIANAPOLIS	Uptown	4215 College Avenue	7/1	8:30 P.M.
JACKSONVILLE	San Marco	San Marco Boulevard	6/30	8:30 P.M.
KANSAS CITY	Vogue	3444 Broadway	7/2	8:30 P.M.
*LOS ANGELES	*Four Star	5112 Wilshire Boulevard	6/30	8:30 P.M.
MEMPHIS	Hollywood	2469 Chelsea Avenue	7/1	8:30 P.M.
MILWAUKEE	Century	2342 North Third Street	6/30	8:30 P.M.
MINNEAPOLIS	Granada	3022 Hennepin Ave. South	7/2	8:30 P.M.
NEW HAVEN	Loew-Poli Bijou	Church Street	7/2	8:30 P.M.
NEW ORLEANS	Imperial	814 N. Hogan Avenue	7/1	8:00 P.M.
NEW YORK	Loew's Lexington	571 Lexington Avenue	7/1	8:30 P.M.
OKLAHOMA CITY	Will Rogers	4322 North Western	6/30	8:30 P.M.
OMAHA	Dundee	4952 Dodge Street	6/30	8:30 P.M.
PHILADELPHIA	M-G-M Sc. Rm.	1233 Summer Street	6/30	2:30 P.M.
PITTSBURGH	Shadyside	5520 Walnut Street	7/1	8:30 P.M.
PORTLAND	30th Ave.	30th and Alberta	7/1	8:30 P.M.
ST. LOUIS	Apollo	323 De Baliviere	7/1	8:00 P.M.
SALT LAKE CITY	Southeast	2121 South Eleventh East	6/30	8:00 P.M.
SAN FRANCISCO	El Presidio	2340 Chestnut Street	7/1	8:30 P.M
SEATTLE	Green Lake	7107 Woodlawn Avenue	7/1	8:30 P.M
WASHINGTON	Apex	4813 Massachusetts Ave. N.W.	6/30	8:30 P.M

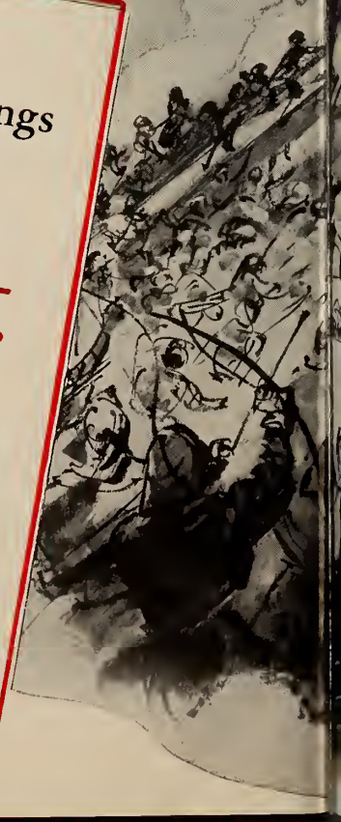
*Admission by ticket only at Los Angeles.

In addition to Theatre Screenings in 32 Exchange Cities there are

60 "CLOSER-TO-HOME" THEATRE TRADE-SHOWS!

—•—

Every exhibitor can see M-G-M's giant "IVANHOE" with audiences. If you haven't received your invitation, inquire at your M-G-M Branch. You owe it to yourself to attend personally!



VARIETY SAYS: "In the same lavish class as 'Quo Vadis'. Big scale Technicolor box-office natural that cannot miss."



Earlier Hearing on Theatre Television Seen After Parley

WASHINGTON, June 17.—Following a conference today with Federal Communications Commission general counsel Benedict Cottone, industry theatre television attorneys were optimistic over chances of the FCC agreeing to start the theatre television hearings in October, rather than in January, 1953, as presently scheduled.

Early this month, the Motion Picture Association and the National Exhibitors Theatre Television Committee informally wired the Commission, asking that the hearings start in the fall, even if they could not be completed then. This morning MPAA attorneys Vincent Welch and James Fly and NETTC attorney Marcus Cohn met with Cottone, and later announced they would file next week a formal petition for the advancement of the hearing date.

While the industry officials would not comment on what Cottone told them, they pointed out that they would hardly have decided to go through with a formal petition unless they had received indication that it stood some chance of success.

FCC Regulatory Bill Passed By House

WASHINGTON, June 17.—The House passed a bill to overhaul the set-up and powers of the Federal Communications Commission.

The measure now goes to a House-Senate conference with a Senate-passed bill. One of the key differences that must be compromised in conference deals with the Commission's power to refuse licenses to anti-trust law violators. The Senate bill would eliminate the FCC's authority to refuse licenses to persons found guilty of monopolizing or attempting to monopolize radio communications. The House bill would keep this power.

One provision of the House bill would bar the Commission, in issuing licenses, from discriminating against some persons because they own or are associated with a medium primarily engaged in gathering and disseminating information.

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*from New York

Television--Radio

Comment and Opinion

IF THERE were such a thing as "Man of the Week" on television, this column would vote unhesitatingly for Ed Sullivan and his fourth anniversary show, presentation of the life of work of Richard Rodgers on "Toast of the Town" over CBS-TV last Sunday night. From opening to finish it was a great, wonderful show, full of the kind of entertainment the TV audience has a right to expect but rarely gets.

This is easily the most successful of the "personality" programs "Toast of the Town" has done. Perhaps the magic of the Rodgers and Hart music and lyrics had something to do with it. And much was due to the exceptionally fine staging and performances. It's hard to resist a Jane Froman singing "With A Song in My Heart," a Lisa Kirk and a Vivienne Segal. The film clip on Shubert Alley fitted in perfectly and who could have wished for a better climax than Rodgers himself playing "Lovers" on the piano.

Sullivan's great talent to "build" shows has never stood him in better stead. His Rodgers tribute, which will continue on Sunday, proves again that Sullivan is the "Mister Showman" of television today.

☆ ☆ ☆

NBC-TV last week put eight minutes of a major abdominal operation on the air over a national network. The show, arranged with the cooperation of the American Medical Association, may have had its sensational aspects and some may have thought it "educational." But a great many viewers must have seriously questioned the wisdom of bringing details of a stomach removal into the living room. Surgery has never been an attractive sight, and TV hasn't improved it any.

☆ ☆ ☆

One of the busiest and most popular personalities in television is not a romantic star but a hard-working newsman by the name of John Daly who in July will carry the burden of the ABC coverage of the national conventions in Chicago. Daly's two panel shows—"It's News to Me" on ABC-TV and "What's My Line" on CBS-TV—are tops in their class, and in addition Daly brings his friendly, relaxed personality to other shows—"This Week Around the World" on ABC Radio and "Town Meeting of the Air," on ABC-TV. And this week he will start still another radio news show on ABC, "John Daly and the News." Born in South Africa, he started in radio as an announcer and worked his way up to be White House correspondent for CBS. During the war he scored many notable news "beats" for CBS and later reported from all over the globe. President of the Overseas Press Club, he won one of the Sylvania Television Awards of 1951. The citation said, among other things, that he managed "the difficult task of being dignified without being pompous."



John Daly

☆ ☆ ☆

Eric Johnston was one of the two guests on ABC-TV's "The Hot Seat" Friday and he acquitted himself with the usual aplomb under the barrage of questions fired at him by producer Stuart Scheftel. Candidates for "The Hot Seat" are often put on the spot and in many ways this candid approach makes a very fine show that would lend itself admirably to a simulcast. Johnston discussed American Legion charges against Hollywood, the MPAA feud with Samuel Goldwyn and the possibilities facing the production end of Hollywood due to television.

☆ ☆ ☆

Anyone doubting the attractiveness of radio should tune in on "The Doris Day Show" over CBS-Radio some Sunday afternoon. Martin Melcher produces and Sam Pierce directs this smooth offering that is designed for enjoyable listening. Miss Day's voice works magic with any song and when she does a number like "Tea for Two," as last Sunday, she's practically irresistible. Gene Nelson and Frankie Fontaine gave her fine support.

☆ ☆ ☆

A low bow to Orson Bean, radio and TV comedian and now permanent commentator of NBC-Radio's "Chamber Music Society of Lower Basin Street." Bean is only 23. . . . Senator Taft practically taking over TV. He was on four times Sunday, including once on films. The Senator says he doesn't believe in TV coverage of Congressional hearings or of the political conventions either.

FRED HIFT

CD Course

(*Continued from page* 1)

two earlier experiments made by the FCDA in the use of closed circuit theatre television for the purpose of Civil Defense training purposes.

The hour show at the New York Paramount will begin with a brief address by New York City's Civil Defense Co-Ordinator, Arthur Wallander, and will end with a 15-minute question period during which spectators will be able through two-way telephone communications to ask questions of the instructors and receive answers. The presentation will originate in the studios of station WMAL-TV in Washington.

Animated Sequence

Following a presentation in graphics by Deputy FDCA Administrator James J. Wadsworth of the national civil defense problem, an animated sequence showing the extent of damage an atomic bomb would cause in Baltimore, will be shown. This sequence will show by illustration numbers of casualties, property damage and disruption of essential municipal services.

The next portion of the program will illustrate the use of civil defense forces in peacetime disasters. The remainder of the program will deal with specific duties of the police and their auxiliaries in the event of enemy attack.

The following theatres besides the New York Paramount are participating in the event: Loew's State, Boston; Warner's Stanley, Philadelphia; Stanley, Baltimore; Loew's Penn, Pittsburgh; Palace, Cleveland; Uptown, Chicago; Rivoli, Toledo; Warner, Milwaukee; and Palms State, Detroit.

Prices for Robinson Bout Range to $3.60

CHICAGO, June 17.—Prices have been set for the theatre telecast of the Robinson-Maxim fight, with Balaban and Katz charging $2.40 at the Tivoli, Marbro, Uptown, and Orpheum in Hammond, Ind.; and Essaness setting the tariff at $3.60 for the showing at the Crown. Both prices include tax.

B. & K. is selling tickets at all their Loop houses, as well as at the theatres which will show the fight. Essaness also is selling tickets for the event at all their houses.

Zukor To Discuss Hollywood on TV

Adolph Zukor, chairman of the board of Paramount Pictures, will dig deep into Hollywood's past today when he heads a discussion on film-making over the "Mike and Buff" CBS network television show at 2:45 P. M.

Zukor's talk on the developments of the past half century of motion picture progress will be illustrated with old pictures and advertising art work from "Queen Elizabeth," starring the late Sarah Bernhardt, the first feature film shown in the United States and imported in 1912 by Zukor; "The Squaw Man," the first film made in Hollywood, back in 1913-14, by Cecil B. DeMille; "The Covered Wagon," the first Western filmed in the epic style, and DeMille's "The Ten Commandments." These stills and art work will be mirrored against DeMille's "The Greatest Show On Earth."

Destination . . . ALASKA !

TODAY!...One of the largest groups of newspaper and magazine representatives ever assembled for a motion picture event . . . wing their way North to participate in the World Premiere of "The WORLD IN HIS ARMS" in Alaska .

Universal-International is happy to welcome aboard these members of the Press...who join the Studio's Stars and the U. S. Armed Forces...in the most unusual World Premiere in Motion Picture History . . .

Frank Bartholomew . . *V. P. United Press*
Helen Bower . . . . . *Detroit Free Press*
Harold Cohen . . *Post Gazette, Pittsburgh*
Betty Craig . . . . . *Denver Post*
Nat Dallinger, *Photographer King Features*
Mary Frazer . . *Scripps Howard Syndicate*
Jerry Gaghan . . . . . *Philadelphia News*
Clyde Gilmour . . . . *Vancouver, B. C. Sun*
Buck Herzog . . . . . *Milwaukee Sentinel*
Paul Hochuli . . . . . *Houston Press*
Alice Hughes . . . . . *King Features*
Leonard Joessel . . . . . *Look Magazine*
Douglas Jones . . . . . *Look Magazine*
Will Jones . . . . . *Minneapolis Tribune*
Karl Krug . . . . . *Sun Telegraph, Pittsburgh*
Frank Markey . . . . . *McNaught Syndicate*
Frances Melrose . . *Rocky Mt. News, Denver*
Kaspar Monohan . . . . . *Pittsburgh Press*
Earl Nelson . . . . . *Newsreel*
Fairfax Nisbet . . . . . *Dallas Morning News*
Howard Pearson, *Salt Lake City, Desert News*
Joe Periore . . . . . *Film Daily*
Frank Quinn . . . . . *N.Y. Mirror*
J. Willis Sayre . . *Seattle Post Intelligencer*
J. B. Scott . . *Chicago Daily News Syndicate*
Eleanor Skegg . . *North Am. Newspaper All.*
Bill Smith . . . . . *United Press*
Arthur Spaeth . . . . . *Cleveland News*
Mildred Stockard . . . . *Houston Chronicle*
David Teitelbaum . . . . . *Int'l News Service*
Jack Thiessen . . . . . *Detroit Times*
Bill Tusher . . . . . *ABC Network*
Ed. Wade . . . . . *Parade Magazine*
Ruth Waterbury . . . *Lonella Parson's Staff*
Peter White . . . . . *People Today*
Archer Winsten . . . . . *N.Y. Post*
Mitch Woodbury . . . . . *Toledo Blade*

WATCH YOUR NEWSPAPERS AND MAGAZINES . . . FOR THE BIG NEWS FROM ALASKA !



Universal-International presents

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The WORLD IN HIS ARMS
COLOR BY *Technicolor*

Universal-International 1912 40th Anniversary Year 1952

with ANTHONY QUINN JOHN McINTIRE ANDREA KING Directed by RAOUL WALSH Screenplay by BORDEN CHASE Produced by AARON ROSENBERG



every inch a woman...

every inch an actress...

Marilyn Monroe in

Don't Bother to Knock

starring

Richard Widmark

Marilyn Monroe

with Anne Bancroft · Donna Corcoran
Jeanne Cagney · Lurene Tuttle

Produced by JULIAN BLAUSTEIN
Directed by ROY BAKER
Screen Play by DANIEL TARADASH



soon from 20th Century-Fox...

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Accurate Concise and Impartial

VOL. 71. NO. 119 NEW YORK, U.S.A., THURSDAY, JUNE 19, 1952 TEN CENTS

Arbitration Talks Recess For 12 Days

Committee of 10 to Meet June 30; Delegates Later

The second Industry Arbitration Conference adjourned at the Hotel Astor here yesterday for an indefinite period following three days of meetings characterized by wearying argument and discussion concerning the acceptability of a large number of points in the lawyers' committee report of the initial conference in April.

A date for resumption of the conference will be set by a committee of 10 which was named prior to the adjournment to continue the paragraph-by-paragraph analysis dropped temporarily by the conference delegates as a whole. The committee of 10 will start its meetings in New York on June 30.

The committee consists of the following: from exhibition—Abram F. Myers, Herman M. Levy, S. H. Fabian, Emanuel Frisch and Wilbur Snaper; from distribution — Austin Keough, Adolph Schimel, Al Licht-

(*Continued on page 7*)

Compo Triumvirate Meets Today on Dues

With the Council of Motion Picture Organizations' treasury equipped to defray for a limited time the cost of headquarters office operations, and little else, the newly named COMPO governing committee of three today will confer here on plans for setting in motion the dues payment procedure adopted at the February meeting of the industry agency's board.

The committee, consisting of Trueman T. Rembusch, who is credited

(*Continued on page 7*)

Wesco Theatres to Have 11-Man Board

Wesco Theatres Corp., the new name for National Theatres following its divorcement from 20th Century-Fox under the plan of reorganization which is scheduled to become effective June 28, will have an 11-man board of directors, the company has reported to the Securities & Exchange Commission.

The following officers of Wesco

(*Continued on page 3*)

Industry Can Get 20% Tax Repealed, Niles Believes

RICHMOND, Va., June 18.—It is the "firm opinion" of Charles Niles, national chairman of the Allied Caravan, that the industry can get Congress to repeal the 20 per cent admission tax, "but first every member of Congress must be contacted personally by exhibitors in his own state or district."

Niles, addressing the summer convention of the Virginia Motion Picture Theatre Association at the John Marshall Hotel here today, added his voice to that of national Allied general counsel Abram F. Myers in alerting exhibitors to sound out Congressional candidates on tax repeal. Furthermore, he demanded that both Presidential candidates "be convinced of the grave condition of theatres, after they are nominated at Chicago next month."

In approaching Congressmen and others with petitions for repeal of the tax, Niles said, "there are many points

(*Continued on page 8*)

Commons OK's New British Seat Tax

London, June 18. — The House of Commons today approved Chancellor of the Exchequer R. A. Butler's amendment to the Finance Bill setting minor revisions in the entertainment tax scale.

Designed primarily to aid small theatres, the tax revisions, reported by *Motion Picture Daily* yesterday, apply only to seats from seven pence to one shilling and sixpence. For example, the existing tax on the nine-penny seat is reduced from one penny to a half-penny.

'U's' World Sales Rise $1,173,150

WASHINGTON, June 18.—Universal Pictures and subsidiary companies reported consolidated world gross sales of $16,950,656 for the 13 weeks ended May 3, 1952, to the Securities and Exchange Commission here today. This compares with $15,777,506 for the same period in 1951, and represents a rise of $1,173,150.

In reporting gross sales, Universal pointed out that "gross sales include gross revenue from foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been or can be realized in U. S. dollars, regardless of the period or periods in which such gross revenue may have been earned in those foreign countries."

Ribble Heads New Mexico TOA Unit

SANTE FE, N. M., June 18.—Tom Ribble of Albuquerque was elected president of the New Mexico Theatre Owners today.

Others elected include: first vice-president Russell Hardwick, Clovis; second vice-president, Mrs. S. E. Allen, Lordsburg; secretary-treasurer, Boyd Scott, Roswell; board of directors, Floyd Beutler, Taos; Nathan

(*Continued on page 2*)

Kirsch, Myers at Odds Over Passing Tax Cut to Public

CHICAGO, June 18. — What appears to be a sharp rift among Allied States leaders on policy to be followed by exhibitors in campaigning for Federal admission tax relief came to light here today when Jack Kirsch, president of Illinois Allied and a director of national Allied, issued a strong statement in which he advocated that any tax relief obtained should be passed along to the public.

Only yesterday, Abram F. Myers, chairman and general counsel of Allied States, advocated the opposite stand, asserting that "exhibitors will have to retain the money from any tax reduction in order to remain in business."

Kirsch, denying that any such ad-

(*Continued on page 8*)

Senate Group May Weigh Para. Decree

WASHINGTON, June 18.—The Senate Small Business Committee is slated to get next week a staff recommendation for a full-scale investigation of the effects of the Paramount case consent decrees on independent exhibitors.

The recommendation will come from

(*Continued on page 7*)

SAG Seeks TV Formula With Majors

Say Four Majors Agree To Subsequent-run Pay

HOLLYWOOD, June 18. — The Screen Actors Guild today disclosed that SAG officials and representatives of Universal-International, Columbia, RKO Pictures, and Republic, have held a series of meetings seeking a formula for second-run and subsequent-run payments to actors for their work in films made for television.

The SAG declined to comment on details, however. It is reliably understood that the four companies named have agreed in principle with the actors' contention that performers are entitled to additional payment each time, after the first-run telefilm in which they appear, is televised.

No major company has ever conceded a parallel contention with regard to films produced for theatres. Although the terms of the formula now under discussion, according to reports, have not been disclosed, the

(*Continued on page 6*)

10 Days of Eidophor Demonstrations

A series of demonstrations of 20th Century-Fox's new Eidophor theatre television system will be held here following the first press preview scheduled for next Wednesday.

Demonstrations will be held in the company's Little Theatre at the home office for exhibitors, newspaper publishers, theatrical producers and other groups and will continue for 10 days.

A special show, featuring top performers, will be seen on a closed circuit telecast.

Bill Corum to Do Robinson Bout

Bill Corum, veteran sports columnist and announcer, will be the commentator for the exclusive theatre telecast of the Sugar Ray Robinson-Joey Maxim bout on June 23, Theatre Network Television disclosed here yesterday.

Corum was the announcer on six previous fights booked by TNT.

Personal Mention

CLARENCE BROWN, M-G-M producer-director, is due here from the Coast today and will leave tomorrow for London.

•

M. L. SIMONS, home office assistant to H. M. RICHEY, in charge of M-G-M exhibitor relations, returns tomorrow from Santa Fe where he attended the New Mexico Theatre Owners Association convention with GEORGE MURPHY.

•

LEW SCHREIBER, executive assistant to DARRYL F. ZANUCK, 20th Century-Fox production vice-president, arrived here yesterday from the Coast and will sail for Europe tomorrow aboard the *S.S. Ile de France.*

•

RONALD STANLEY SALAND and his bride, the former MARYLIN LEVY, are honeymooning in Nantucket. The groom's father, NATHANIEL SALAND, is president of Mercury Film Laboratories.

•

HARRY F. SHAW, division manager for Loew's Poli New England Theatres, New Haven, and MRS. SHAW, are celebrating their 28th wedding anniversary.

•

SIDNEY A. MYERS, assistant managing director of British Lion, left here for London yesterday on the *S.S. Queen Elizabeth.*

•

ABRAM F. MYERS, Allied States general counsel, will attend the national Republican nominating convention in Chicago next month.

•

HARRY COHN, president of Columbia Pictures, has returned to Hollywood after several days in New York.

•

JOHNNY GREEN, supervisor of M-G-M music activities at the studio, has returned to Hollywood from London.

Program Limitation Lifted in France

PARIS, June 14 (By Airmail)—Restrictions on exhibitors have been eased by a new rule issued by the National Cinema Centre. The most important is the decision to permit the trade to decide how long a single program might be retained. Until now, a Centre rule determined that films could not be shown for less than one week. This meant that exhibitors who wished to show two programs weekly —a pre-war practice—were not permitted to do so.

The new rule requires that an agreement must be reached by the industry as a whole. This means that the Confederation of the French Cinema must decide.

N.M. TOA Unit

(Continued from page 1)

Greer, Santa Fe; Marlin Butler, Albuquerque; Russell Allen, Farmington; Frank Peloso, Albuquerque; Ed Kidwell, Roswell; Mike Zalesney, Las Vegas; John Bohannon, Hatch.

U. S. Reports Increase in Film, Equipment Exports

WASHINGTON, June 18.—U. S. exports of motion picture films and equipment in the first quarter of 1952 were about three per cent above shipments in the same 1951 period, the Commerce Department reported.

First quarter 1952 exports totaled $7,018,116, compared to $6,779,905 in the January-March period last year. Shipments of raw stock and exposed feature films were substantially higher in the first three months of this year, but this was practically offset by declines in shipments of certain types of equipment, it was said.

Raw stock exports during the 1952 first quarter amounted to 81,732,289 linear feet, nominally valued at $1,880,585, compared to 67,363,024 feet valued at $1,503,258 in the 1951 quarter. Exports of 35mm. and 16mm. positive and negative exposed feature films totalled 82,877,299 linear feet, nominally valued at $2,523,996 in the first quarter of this year, compared with 73,977,998 feet valued at $2,464,-033 in the earlier period.

Total equipment exports were nominally valued at $2,613,535 in the first three months, against $2,812,614 in the first quarter last year. Exports of cameras, sound recording equipment and studio equipment were up slightly, but shipments of projectors, sound reproducing equipment, arc lamps, screens and other projection equipment and parts were off sharply.

French Talks Open Today in Paris

The Motion Picture Export Association met here yesterday with Eric A. Johnston, Motion Picture Association of America president, and John G. McCarthy and Joyce O'Hara, vice-presidents, to plan strategy for possible use in the new negotiations with the French which will begin today in Paris.

The French having withdrawn their four counter-proposals for a Franco-American film agreement about two weeks ago, the new negotiations will "start from scratch," it was pointed out.

The preliminary phase of the French negotiations, which will be on a government - to - government basis, will find the following industry representatives attending as observers: F. W. Allport of MPAA's London office, Eugene Van Dee of the Association's Rome office, and Alfred Crown of the Society of Independent Motion Picture Producers.

Johnston and McCarthy, MPAA international division chief, may go to Paris for the talks following the preliminary phase.

RKO Pictures Elects Pugliese Ass't Sec'y

At a meeting of the board of RKO Pictures, Peter F. Pugliese was elected assistant secretary of the company. Pugliese is assistant to J. Miller Walker, vice-president and general counsel.

NPA Okays 5 More Theatre Projects

WASHINGTON, June 18.—Sponsors of five more theatre construction projects have been notified by the National Production Authority that they could go ahead any time after July 1.

Four projects—all drive-in theatres —were okayed on the ground that the builders had all materials required and would not need any government allotments. These were: $45,000 drive-in proposed by Motor Vu Theatre, Las Vegas, Nev.; a $40,000 drive-in to be built by F. and R. Theatre Enterprise, Abbeville, La.; a $28,700 drive-in for John J. and Royal J. Bolduc, Lewiston, Me., and a $22,000 drive-in proposed by Beverly Miller, Saint Joseph, Mo.

The fifth project, a $5,000 theatre for Dallas Dailey at Kaplan, La., was ruled to be exempt under NPA's small-job exemption.

Copper Supply Up; Steel Disappearing

WASHINGTON, June 18. — National Production Authority officials indicated today that copper supplies are improving, even while the outlook for steel is getting worse.

The agency announced a supplemental copper allotment in the third quarter for manufacturers of film and theatre equipment and other civilian goods, plus a boost in copper self-certification allowances. Firms will be allowed 50 per cent of their pre-Korean use, compared with the previously programmed 35 per cent, it was announced.

At the same time, officials said that if the steel stoppage persists much longer, not only will steel be ruled out for theatre building but it may be necessary to cut back on third quarter steel allotments to equipment manufacturers.

Brandt Gets Rights To Fight Pictures

Harry Brandt has concluded a deal with Sport Films for the exclusive distribution rights in the New York area to the Robinson-Maxim fight films. The fight will be held Monday night at Yankee Stadium. The films will be shown on Tuesday at Brandt's Globe and other theatres.

In other deals, Bert Stearn has acquired rights for the Pittsburgh territory and Irving Levin the rights for 11 Western states.

The film will be made by Joe Roberts.

See Construction Control Relief Definitely Delayed

WASHINGTON, June 18.—The National Production Authority today relaxed its controls over various types of construction—but not over theatres and other entertainment projects.

Officials interpreted this as a sure sign that the theatre construction control relaxation promised for July 1 is indefinitely postponed, due to the steel strike.

In fact, some observers thought that today's order was official notice to the industry that the relaxation is off indefinitely. They argued that today's order contained almost all other construction control relaxations promised by NPA Administrator Fowler in mid-May, and the omission of the promised changes on theatres was the only word theatres would have that this part of the promise would not be carried out.

However, one NPA spokesman said he expected that there would still be an official announcement between now and July 1—barring an almost immediate settlement in the steel strike—that the theatre control relaxation will be postponed until the steel supply picture improves.

Even if the steel strike were settled in the next day or two, it is believed likely that the July 1 theatre control relaxation will be postponed for some time on the ground that so much steel production has already been lost that some delay is needed while stocks are again built up.

NPA had promised on May 15 that starting July 1, theatre projects would be able to authorize per project per quarter up to five tons of carbon steel, 200 pounds of copper and 250 pounds of aluminum. At present, no self-authorization is allowed.

At that time, NPA had also promised various increases in copper and aluminum self-certifications allowances for other types of building and other liberalizations in construction controls. These were all contained in the order issued today, lending weight to the theory that the other relaxations had been junked.

Hopper 'Companion' Biography Appears

Part one of Hollywood columnist Hedda Hopper's autobiography will appear in the July issue of *Women's Home Companion,* on newsstands today. The second part of the story of Miss Hopper's life, entitled "From Under My Hat," will appear in the August issue.

Local 80 Expels Perlin

HOLLYWOOD, June 18.—Studio Grips Local No. 80, IATSE, following a trial in which IATSE international representative Roy Brewer acted as prosecutor, expelled member Paul R. Perlin on the grounds of Communist Party membership. Perlin is under subpoena to appear before the House Committee on Un-American Activities.

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Over Million from Swiss Film Rentals

Washington, June 18.—U.S. distributors grossed between $1,115,000 and $1,380,000 in Switzerland last year, according to the Commerce Department. It said this was about 60 per cent of the total rentals paid for foreign films shown in Switzerland last year.

Wesco Theatres

(*Continued from page* 1)

will be on the board: Charles P. Skouras, president; H. C. Cox, vice-president and treasurer; Elmer C. Rhoden, vice-president; Frank H. Ricketson, Jr., vice-president, and John B. Bertero, vice-president and attorney.

Other Directors

It is expected that prior to August 15 the following also will be named board members: Gregson Bautzer, partner in the Hollywood law firm of Bautzer, Grant, Youngman & Silbert; James L. Beebe, partner in the Coast law firm of O'Melveny, Tuller & Myers; Pete Colefax, president of American Potash & Chemical Corp.; Gen. B. F. Giles, USA, Ret.; Willard W. Keith, president of Cosgrove & Co., and Richard W. Millar, partner in the California banking firm of William R. Staats & Co.

Wesco on June 28 will acquire all of the common stock of Wesco and the Roxy Theatre (New York) under the plan of reorganization. National Theatres, in exchange for the transfer of the common stock of Wesco and Roxy, will issue to 20th-Fox 2,769,486 shares of its common stock and 20th-Fox will then distribute to its shareholders the common stock of Wesco on the basis of one share of Wesco stock for each share of 20th-Fox common owned. The report explains that the consideration for the issuance to 20th-Fox of the shares of Wesco common will be the transfer by 20th-Fox to National of all capital stock of Wesco, consisting of 1,000 shares of common stock without par value and all of the common stock of the Roxy, consisting of 10,000 shares without par value. Wesco has filed with the SEC a registration statement for the 2,769,846 shares of NT stock that will be issued.

No Fractional Shares

There will be no fractional shares or scrip issued in carrying out the reorganization, the report stated. On June 27, however, 20th-Fox will sell on the New York Stock Exchange at the market price a number of shares of NT equal to the number of fractional shares and scrip of 20th outstanding. Cash so received will be distributed to holders of 20th fractional shares pro rata. Distribution of cash to holders of outstanding scrip for 20th common will be made at the time of its redemption, presumably in August.

On April 1, Wesco subsidiaries, including companies in which the voting control is 50 per cent or less, owned or leased 521 theatres, according to the report. Of these 49 were closed and seven were leased or subleased to others. On April 1, 1947, the number of theatres was approximately 625, of which about 40 were closed, the report stated.

Reviews

"Wagons West"

(Monogram) *Hollywood, June* 18

A FORCEFUL ENTERTAINMENT PACKAGE with color by Cinecolor, "Wagons West" has a convincing cast, led by Rod Cameron, splendid scenic effects spotlighting a long wagon-train winding over the horizon, very fast action and a dramatic attack on the train by Indians.

Dan Ullman's meaty script gives director Ford Beebe the opportunity to utilize a change of pace that keeps events fresh and convincing throughout. Vincent M. Fennelly produced, on a grand scale.

The story starts near Joplin, where Cameron, a professional wagon-master, on his way to accept leadership of a wagon-train, meets young Michael Chapin, who has run away from the wagons, taking his dog, because Frank Ferguson, captain of the train, has barred dogs from the trip West. Arriving in town, Cameron has a run-in with Ferguson's nephew, Henry Brandon, who vows vengeance. On the trail Cameron falls in love with Peggie Castle, to whom Brandon has pretended he's engaged, and this adds to a strain which reaches breaking point when Cameron discovers Brandon and his uncle are engaged in selling rifles to Indians. Cameron interrupts a transaction of this kind, and this precipitates an attack on the train which ends, after many deaths on both sides, in a peaceful agreement with the Indians under which the train can proceed safely.

Others in the cast are Noah Beery, Jr., Sarah Hayden, Wheaton Chambers, Riley Hill, Effie Laird, Stanford Jolley, Almira Sessions and Harry Tyler.

Running time, 70 minutes. General audience classification. Release date, July 6.

"Bal Tabarin"

(Republic)

BACKGROUNDS SHOT IN PARIS add some excellent trimmings to "Bal Tabarin," an otherwise standard romantic drama with musical interludes.

The story concerns a young lady, Muriel Lawrence, who gets a job as a secretary to a man who later turns out to be an underworld figure. One day the man is shot from ambush, and Miss Lawrence, in fear and panic, takes flight, winding up in Paris, as the guest of a friend, Claire Carleton.

Filled with apprehension, she suspects every stranger as being a detective out to nab her. Even William Ching, a young American composer working in Paris, becomes the object of suspicion. But it isn't long before he shows his credentials and falls in love with her.

As the story proceeds, it develops that underworld figures believe Miss Lawrence has the key to a safe deposit box containing the killed man's jewels. And so they begin tracking her down.

They close on her just as she is making a debut as a vocalist introducing Ching's songs at the glamorous nightclub, Bal Tabarin. It takes a wise, old French inspector to snare the thugs and clear up matters.

There are four songs in the picture, plus several production numbers and the French Can-Can Dancers.

Philip Ford directed, from a screenplay by Houston Branch. Herman Millakowsky was associate producer.

Running time, 84 minutes. General audience classification. Release date, June 1.

MANDEL HERBSTMAN.

"The Last Musketeer"

(Republic)

THE BASIC PLOT of "The Last Musketeer" is not exactly new, revolving around the failure of some hard-working ranchers to obtain water for their cattle from the lone large-size source of supply which is the property of wealthy landowner James Anderson. But the tale is told refreshingly and in fairly fast fashion. Western film followers should be well satisfied.

Rex Allen, the singing Arizona cowboy, is starred. He is pitted against Anderson, the villain, who hides the fact that his refusal to permit neighboring cattlemen to tap his water simply is because he intends to dam up the valley and build a large and lucrative power plant in the area. Anderson is killed in an accident and peace again reigns.

Slim Pickens is again on hand as Allen's sidekick, while Mary Ellen Kay and the Republic Rhythm Riders perform melodiously while Rex tackles the strangle-hold which Anderson has on the ranchers. Others in the cast are Boyd (Red) Morgan, Monte Montague, Michael Hall, Alan Bridge and Stan Jones. William Witney competently directed Arthur E. Orloff's story. Edward J. White was associate producer.

Running time, 67 minutes. General audience classification.

Lippert to Release 8 Next 4 Months

HOLLYWOOD, June 18.—Lippert Pictures general sales manager Arthur Greenblatt has announced eight releases for the next four months.

June releases are "Outlaw Woman" and "Stolen Face." "Jungle" and "Pirate Submarine" go out in July. August releases are "Hellgate" and "Secret People." "Scotland Yard" and "Tiger Man" are scheduled for September release.

B. & Q. Booking Switch

BOSTON, June 18. — Buying and booking for B. and Q. Theatres of this city will henceforth be done out of New Haven and not Boston, it was disclosed here by Dan Finn, general manager of the circuit. Films will be bought by Morton Katz, under the supervision of Max Hoffman. Finn will continue to operate offices in Boston, and Max Hoffman, who previously commuted between Boston and New Haven, will be permanently located in New Haven.

Iowa Exhibitors to Meet with Newsmen

Des Moines, June 18.—Exhibitors in this area will have their local newspaper executives as guests at a luncheon-meeting scheduled for Sept. 5 here.

Allied Theatre Owners of Iowa-Nebraska has appointed a committee to make arrangements for the meeting and to schedule speakers who will present the industry's story to the newsmen in a bid for better press understanding of the theatre's role in the community.

SEC Rejects Mason Group Petition

The Securities and Exchange Commission has rejected the petition of the Trans-Lux minority stockholders group seeking to void the April election of directors, it was learned here yesterday.

The SEC, without going into the merits of the case and without stating reasons for its decision, informed the stockholders group led by George Mason that it would not take any action on the petition. The Mason group charged that proxy statements made by management in preparation for the annual stockholders meeting in April were "false and misleading."

A spokesman for Mason said "it was an open question" whether the minority stockholders will again petition the SEC for action, basing a new bid on additional material.

Kutinsky, Salesman For RKO Radio, Dies

Lou Kutinsky, 65, veteran RKO Radio New York exchange salesman, died at his home in Brooklyn Saturday of a heart attack.

A veteran in his field, he first joined RKO Radio in 1923. At one time he was special sales representative at the home office, and from there went to the exchange, where he had been for nearly 20 years at the time of his death. He is survived by his widow, a daughter and two sons.

William Paley, Actor

William Paley, screen and stage actor, died at his residence here Sunday after a brief illness. He was 47. Among the pictures he appeared in were "The Grapes of Wrath," "Double Alibi," "Speak Easily" and "The Great American Broadcast."

Warner Club Ride Today

About 600 members of the home office Warner Club and their guests will board the *S.S. John A. Meseck* for the club's annual boat ride and outing up the Hudson River today to Bear Mountain.

Lichter Heads Club

CLEVELAND, June 18. — The Salesmen's Club of Cleveland has elected Sam Lichter president. He succeeds Harry Weiss. Other officers are: vice presidents Ernest Sand and Eddie Catlin; Bill Gross, secretary, and Irwin Pollard, treasurer.

HE PUT A GRIN ON THE



WARNER BROS.

Happily Present

ALL THE JOY
AND GOL-DARNED
GREATNESS OF

THE STORY OF W

STARRING

WILL ROGERS, JR. AND JANE WYMAN

as His Father — as Mrs. Will Rogers

SCREEN PLAY BY FRANK DAVIS AND STANLEY ROBERTS BASED ON THE SATURDAY EVENING POST STORY, "UNCLE CLEM'S

ACE OF THE WORLD...



SHOWINGS FOR THE TRADE

July 11

Not just the screening of an important picture but an opportunity for exhibitors to prepare enthusiastically for one of the most powerful mass attractions the motion picture theatre has offered!...

Warner Power!

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Screnca Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

LL ROGERS

COLOR BY *Technicolor*

BENTON REID · EVE MILLER · JAMES GLEASON · SLIM PICKENS AND **EDDIE CANTOR** AS HIMSELF
I BEERY, JR. · MARY WICKES · STEVE BRODIE · PINKY TOMLIN

RS. WILL ROGERS ORIGINAL MUSIC BY VICTOR YOUNG PRODUCED BY ROBERT ARTHUR DIRECTED BY **MICHAEL CURTIZ**

BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

TV and Radio

—with Pinky Herman

THE Robert Montgomery Show for Lucky Strike Ciggies Monday nite via NBT was easily one of the best of the year. . . . In fact immediately following the program more than 150 phone calls from enthusiastic listeners lit up the station's switchboard like the proverbial Christmas tree. . . . Mimi Benzell was never in finer voice with superb support by the cast. . . . British actor, Anthony Dawson, whose portrayal of the "conductor" carried extra conviction due to the fact that Tony is an accomplished pianist (he played several arias and concert selections during lulls in rehearsal). . . . Incidentally, it seems to this scribbler that the "Lucky Strike" stories seem so much sturdier than those used on alternate Mondays when Johnson's Wax picks up the tab. . . .

• •

. . . It must be a wonderful thrill to have the power to help unfortunate people. . . . We envy Walt Framer, producer and originator of "Strike It Rich," whose human interest series, aired on TV and radio by CBS and NBC respectively, has helped thousands with timely gifts of money in various amounts to pay for immediate necessities; and Walt, we know, is doubly grateful to his sponsors, Colgate-Palmolive-Peet, whose bankroll seems to be at the program's disposal . . . this column makes with a round of pounded palms for all those concerned. . . .

• •

Insiders are plenty excited about Fred Allen's new TV series, "Two for the Money," which they say is "right down Allen's Alley" and which will zoom the frozen-faced comic right back into NBTops in video. . . . Goodson-Todman will produce the package. . . . Into the big time in record time is what the young NBComedy team of Bob & Ray has accomplished . . . the youngsters corraled the Alka-Seltzer deal and start cutting up Thursday, July 3, 8:30-9 p.m. via NBT with Paul Taubman, musical director. . . . package is owned by Bob & Ray. . . . Couldn't happen to a nicer team. . . . A sure bet for moppets is Bob Monroe's fascinating "kideo" series, "Look Ma." . . .

• •

Max (Your Show of Shows) Liebman, currently vacationing in Europe, plans to gather up novelty films for the American TV market . . . may also book several top continental artists for future guestings on his NBTerrific program. . . . Jerome Thor, star of "Foreign Intrigue," all of which is filmed in Europe, leaves for overseas tomorrow after a month in New York. . . . When autograph hounds stopped him in front of Toots Shor's he thought they'd mistaken him for someone else but, and we quote, "What a thrill when they assured me they recognized me and really wanted my signature." . . . Bill Goodwin's smooth emceeing on "Matinee in New York," (summer-replacing "The Kate Smith Show") daily on NBT guarantees another series of "Bill Goodwin Shows" starting this Fall.

SAG Seeks

(*Continued from page* 1)

actors' original demand was for repeat payments to the original player salaries each time the film makes the rounds.

Presumably the present talks are for somewhat less. Under the prevailing contract, SAG can strike television producing subsidiaries of major companies without interfering with the same companies' production of theatrical films.

SAG Supports Unit For Loyalty Check

HOLLYWOOD, June 18.—The Motion Picture Industry Council has been informed by the executive board of the Screen Actors Guild that it will vote to support the proposed establishment by the council of a special committee to assist industry personalities whose loyalty as Americans may be questioned by public groups.

The actors' union is the first of the talent guilds to endorse the formation of such a committee.

British Exhibitors Talk TV Boycott

LONDON, June 18.—At the next meeting of the Cinematograph Exhibitors Association's general council, delegates will be called upon to consider a resolution which would virtually boycott not only any film which had been rented to British Broadcasting Company's television service but all of the product of any distributor furnishing a film for television.

Some delegates are in favor of extending the boycott to any Hollywood producer whose TV deal included Britain.

Anglo-U. S. Film Deal

LONDON, June 18.—Grand National here has concluded a deal with U. S. producer Joseph Shaftel for the production here of three pictures, each to have a prominent American star. First will be "Finale," directed by Max Ophel.

Elect Snader

HOLLYWOOD, June 18.—Louis D. Snader was unanimously re-elected president of the National Society of Television Producers today.

Kodak to Pay 200th Dividend on July 1

Eastman Kodak will pay its 200th consecutive quarterly cash dividend on July 1.

The new dividend will be 40 cents per common share, payable to stockholders of record on June 5. At present, Kodak has about 73,500 stockholders.

ASCAP Film Case Put Off to Oct. 21

Federal Judge Henry Goddard has set Oct. 21 for further hearing of the Dubonnet Music Publishing Co. action to amend the Ascap consent decree to prevent, among other things, motion picture companies from engaging in music publishing.

The date was set after the case had been referred to Judge Goddard by Federal Judge Edelstein and no objection to the adjournment to next fall was made by Ascap. Judge Goddard stated the adjournment was not to be construed as implying any recognition by the court that Dubonnet has any standing in a case involving amendment of the Ascap consent decree.

Earlier court rulings have been that Ascap members have no right to appeal for amendment of the decree. Their procedure can only be through complaint to the Justice Department which can move for amendment of the decree if it decides the circumstances warrant.

Press Association Adopts Constitution

A constitution has been adopted by the Radio-Television Working Press Association of New York, whose membership comprises newsreel cameramen, soundmen, contact men, and TV-radio tape reporters.

It is estimated that there are over 300 newsreel, TV and radio men in the New York area covering events at the scene. Eventually, it is reported, membership in the group will be extended to newsmen whose functions keep them closer to a studio or newsroom.

'U's' 'Arms' Opens In Alaska Today

ANCHORAGE, Alaska, June 18.—"The World in His Arms," Universal-International, will have its world premiere at Elmendorf Air Force Base here tomorrow before an audience of U. S. servicemen. The opening will be followed by a civilian premiere on Friday at the Fourth Avenue Theatre in Anchorage, climaxing a day of ceremonies in which Governor Ernest Gruening will participate.

As part of what is claimed to be the longest premiere junket on record —12,791 miles—openings will follow at military installations and in other Alaskan towns.

Returning from a 10-day tour entertaining Armed Forces in Alaska, a Hollywood group, headed by Ann Blyth and including Joyce Holden, Lori Nelson, Suzan Ball, Jeanne Cooper, Claudette Thornton, Kathleen Hughes, Buddy Hackett, Palmer Lee, Robert Monnet, Dick Morris, Hal Belfer and Tommy Chambers, will help launch saturation openings of "The World in His Arms" in Portland, Seattle and San Francisco, starting July 1.

The junket party of more than 60, including representatives of newspapers, magazines, syndicates and radio, as well as newsreel cameramen, arrived here tonight from Hollywood. Following two shows at Elmendorf tomorrow, the stars and press representatives will be guests of the Anchorage Chamber of Commerce and other organizations at a barbecue luncheon in Matamuska Valley on Friday.

A military parade through Anchorage will precede the civilian premiere. Lt. Gen. William C. Kepner, Commander in Chief of the U. S. Air Forces in Alaska, will be host to the party at the military premiere at Elmendorf.

The Hollywood troupe and others will participate in two shows at Fort Richardson Army Base on Saturday. Sunday they will visit Adak Navy base for a show there and on Monday they will go to Kodiak. Arriving at Ladd Air Force Base on Tuesday they will give a show there and then help open the picture in Fairbanks. Next Wednesday they will be at Eilson Air Force Base with visits to Whittier.

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ALTEC LANSING CORPORATION

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New York 13, N.Y.

9356 Santa Monica Blvd.
Beverly Hills, Calif.

A LIMITED NUMBER ARE STILL AVAILABLE FROM THEATRE SUPPLY DEALERS

150 Exhibits Set for TESMA Convention

Hollywood, June 18.—Upwards of 150 booths will be available for exhibits in Chicago's Hotel Morrison for the annual convention of the Theatre Equipment and Supply Manufacturers' Association, to be held Nov. 15-19 in conjunction with the conventions of Allied States and the Theatre Equipment Dealers' Association.

Roy Boomer, secretary of TESMA, says that display booths will go on sale next week and will be offered first to members of the organization.

29 Productions in Work on the Coast

HOLLYWOOD, June 18.—The production index showed a decrease of four points, for a total of 29 pictures in work. Six new features were started and 10 were completed.

Started were: "All Ashore" and "Voodoo Tiger" (Esskay Pictures), Columbia; "Ruby Gentry" (Bernhard-Vidor), 20th Fox; "The Lady Wants Mink," Republic; "Mississippi Gambler" and "Roughshod," Universal-International.

Completed were: "Target — Hong Kong," Columbia; "Panic Stricken" (Thor), 20th Fox release; "Apache Trail," "Tribute to A Bad Man," "Lili" and "Everything I Have Is Yours," Metro-Goldwyn-Mayer; "Beautiful but Dangerous," RKO Radio; "Bagdad on the Subway" (Part 5—"Ransom Of Red Chief") and "Tonight We Sing," 20th Century-Fox; "April in Paris," Warner.

Para. Case

(*Continued from page* 1)

Gillis W. Long, Committee investigator who has carried on a preliminary study of the problem. His recommendation is to be taken up at a meeting tentatively slated for next Wednesday.

Long Tapped

Some time ago, Long was tapped to look into the Paramount case, the decrees growing out of it, and the current structure and trade practices of the industry, all with an eye to the effect on small firms. He talked to Allied States Association general counsel Abram F. Myers, Theatre Owners of America former executive director Gael Sullivan, and other industry officials. He also had before him, it was learned, the brief put together recently by the Southern California Theatre Owners Association and it is believed this brief influenced Long in his recommendation.

Manchester Paper Hikes Ad Rates

HARTFORD, June 18.—The Manchester (Conn.) *Evening Herald* has increased amusement advertising rates, effective July 1. Regular display rates will be raised from 60 to 70 cents per column inch and amusement rates will go up from 70 to 80 cents per inch.

Triumvirate

(*Continued from page* 1)

with having conceived the new flat-rate dues assessment program, and Al Lichtman and Sam Pinanski, will meet today also with Col. H. A. Cole and Pat McGee, co-chairmen of the COMPO tax committee to plan for a new fight to win repeal of the 20 per cent admission tax.

Activation of the dues collection plan yesterday was termed the No. 1 matter to be taken up by the governing trio, who are expected to consider also, in addition to the anti-tax drive, the possibility of naming an executive vice-president to fill the post vacated several weeks ago by Arthur L. Mayer. One COMPO official reasoned that the trio could name an executive vice-president, with his selection to be subject to ratification by the next meeting of the agency's executive board. The post, when occupied by Mayer, carried a salary of $25,000 per year.

It was understood that no formal agenda was set up for today's meetings, which other industry executives concerned with the welfare of COMPO may attend. They will be held at COMPO headquarters here.

The plan for activating the dues collection system, which provides for theatre payments based on seating capacity, calls for the setting up in each exchange area of a committee of exhibition representatives who will be responsible for facilitating payments by exhibitors. The COMPO board decided also that a COMPO budget for each exchange area will be based on the territorial earnings percentage figures carried by the Motion Picture Association of America.

The finance committee which submitted the plan had Rembusch for its chairman and included Sam Kirby, Oscar Doob, Harry Brandt, H. V. (Rotus) Harvey and Ben Kalmenson.

Robert W. Coyne, COMPO special counsel, was scheduled to confer informally last evening with Rembusch and Pinanski following their arrival in New York from Franklin, Ind., and Boston, respectively. Lichtman was tied up until a late hour in the industry arbitration conference.

Arbitration

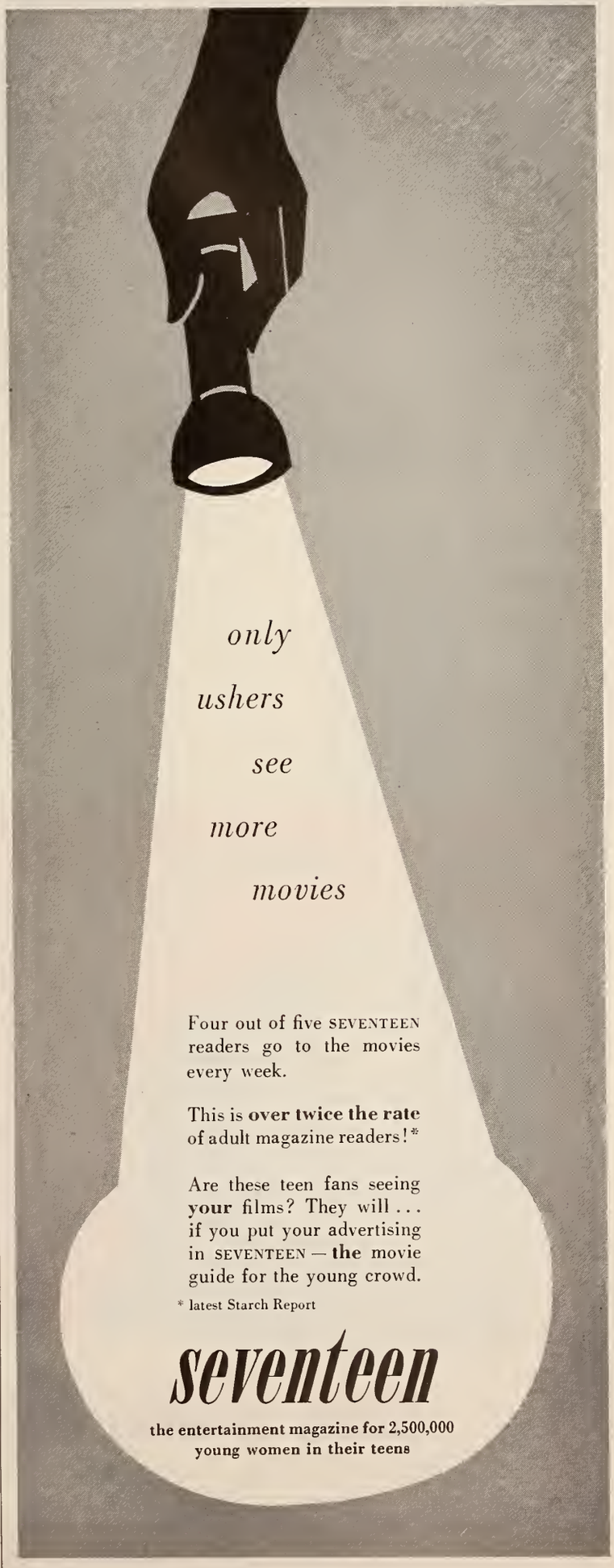
(*Continued from page* 1)

man, Abe Montague and William F. Rodgers.

When it adjourned at 5:00 P.M. yesterday, the conference was less than one-third through the document submitted by the lawyers' group, a so-called rules committee headed by Levy. Agreement on the legalistic language to be retained in the report in connection with arbitration of runs and clearances, as settled at the initial industry conference, was reached during the three-day second conference. The meeting yesterday, however, found itself making little progress on the subject of bidding when adjournment time arrived.

Appointment of the committee of 10, the conference stated in a report to the press, was necessitated by "the large amount of detail involved and prior engagements of some delegates."

Leo Brecher presided at yesterday's session under the rotating chairmanship plan adopted at the April conference. Max A. Cohen occupied the chair on Tuesday. The meeting on Monday lasted only an hour, following which the delegates of constituent groups met privately.



Niles on Tax

(Continued from page 1)

to be made in our favor. We accepted this tax as a war time measure, we never complained. We all know grosses were good and it did not hurt us. Today, with much, much lower grosses the elimination of this 20 per cent tax will mean survival to hundreds of theatres. We must point out to each member of the Congress the magnificent cooperation the industry has given whenever called upon by the Government.

"Every person in this industry from the most glamorous star in Hollywood to the janitor in the movie house on main street should join together and support those who will be picked to lead this 'Battle for Survival.'

"Whenever a theatre, large or small, closes anywhere in the nation the bell tolls just as loudly in Hollywood, in New York and in all of our towns as it does in the particular location where the closing takes place, let us all remember that," concluded Niles.

Indian Censor Unit Adopts New Code

WASHINGTON, June 18. — The Central Board of Film Censors of India has released a new code of rules governing the exhibition of motion pictures there, the Commerce Department disclosed.

The code prohibits the certification for public exhibition of a picture which lowers the moral standards.

Allied Heads at Odds

(Continued from page 1)

vice had gone out from his office, said: "On the contrary, we strongly urge every exhibitor, not only in Chicago but throughout the entire country, to make definite plans to pass the reduction on to the public when the tax is eliminated."

"We feel," Kirsch said, "that the imposition of Federal and local amusement taxes has mitigated against continuing efforts on the part of exhibitors to present the best in entertainment at the lowest feasible prices. We also firmly believe that any counsel or public statement advocating a policy of not passing along to the movie-going public the savings from a possible elimination of the tax is not only ill-advised, but a definite disservice to the industry."

Kirsch is a former president of national Allied.

Myers' Position

In his opposite statement, Myers pointed out that the Metropolitan Opera and orchestra groups had won an exemption from the Federal admission tax last year "solely on the ground that they needed the money. They not only did not say they would pass the benefit of the exemption on to their patrons, they frankly informed Congress that they needed the money and intended to keep it," Myers pointed out.

"Today we are in the same condition, possibly worse, as the orchestras were last year," he continued. "No speaker before a Congressional committee will make any promise that the benefit of the repeal will inure to the patrons, because he will know that the hard-pressed exhibitors are going to retain the money—that they will have to do this in order to remain in business."

Sent to Affiliates

Myers' statements were contained in one of his regular organizational bulletins, sent to all Allied affiliated organizations. Kirsch's statement made no mention of Myers' stand or of his bulletin directly. However, apart from counsel similar to Myers' appearing in recent bulletins of Mid-Western Allied organizations, the Allied chairman's stand of non-remission of tax savings is the only one to have received wide publicity in the trade.

Myers Unavailable; Leaves N. Y. After Industry Meet

Myers left New York yesterday after attending the industry arbitration conference here this week, and could not be reached last night for comment in the Kirsch tax statement.

H. A. Cole, Allied's representative on the Council of Motion Picture Organizations' tax repeal committee, and his co-chairman, Pat McGee of Denver, will meet here today with the COMPO management triumvirate, Trueman Rembusch, also of Allied; Al Lichtman and Sam Pinanski, to discuss the tax repeal strategy. It will be the first meetings for both the COMPO governors and the industry tax committee chairmen.

12 New Members Named to Academy

HOLLYWOOD, June 18.—The board of governors of the Academy of Motion Picture Arts and Sciences has approved the addition of 12 new members to the Academy. The board also approved requests from five former members for reinstatement and branch reclassifications for three members.

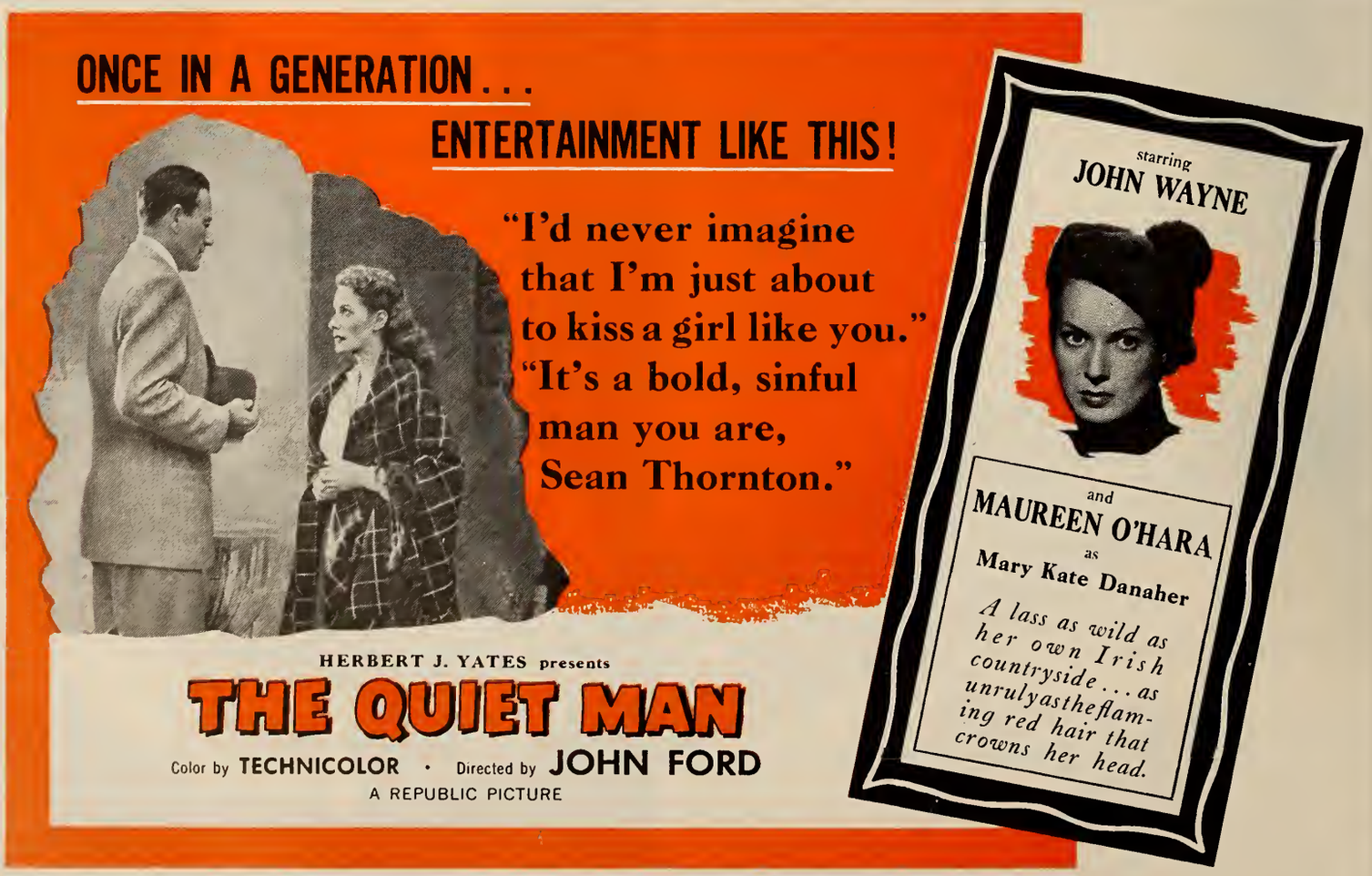
The new members, representing seven branches of the Academy, are: Bobby Driscoll and Marvin Miller, actors; Victor Caccialanza and Tom Adrian Cracraft, art directors; Rudolph Mate, directors; Frank G. Comstock, Joseph S. Dubin and Lyn Murray, music; Otto Lang, producers; Leo S. Rosencrans and Robert Youngson, short subjects; and Siegfried M. Herzig, writers.

Requests for membership reinstatement were granted Bertram Tuttle and Eugene W. Wooten, art directors; Earle H. Hagen and Ken Darby, music, and Ray Montgomery, actors.

The following branch transfers were approved: Robert Parrish from film editors to directors; William Reynolds from film editors to executives, and David Weisbart from film editors to producers.

Correction

The five-year contract of Budd Rogers as executive vice-president and general manager of Realart Pictures expires today and will not be renewed. Due to a printer's error the name of Roy Rogers was mentioned instead of Budd Rogers in the Realart announcement which appeared in this publication yesterday.



FIRST IN FILM NEWS

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VOL. 71. NO. 120 NEW YORK, U.S.A., FRIDAY, JUNE 20, 1952 TEN CENTS

COMPO Heads Launch New Fight on Tax

Sales Managers to Meet Tuesday on Fund Raising

Council of Motion Picture Organizations' leaders formulated at a meeting here yesterday preliminary plans for the immediate mobilization of the industry in a nationwide campaign to win elimination of the 20 per cent Federal admission tax.

The new drive will differ from COMPO's anti-tax drive of two years ago in that the public's assistance will not be solicited, the reason being that COMPO's official position is that theatres are seriously in need of, and are entitled to, the financial gains that would result from tax repeal.

The first consideration will be given to the raising of funds by COMPO to support the tax fight. Toward that end, Al Lichtman, one of the three who are governing COMPO pending the election of a

(Continued on page 6)

Says Canada Gross Share Is Now 10%

Canada's contribution to the overall domestic gross this year is approximately 10 per cent, whereas it was four per cent in 1948, Al Lichtman, 20th Century-Fox director of sales, declared yesterday during a press interview with Council of Motion Picture Organization leaders following their meeting here.

Lichtman said his figures illustrate not the extent to which Canadian

(Continued on page 2)

UK Says Tax Change Costs $560,000

LONDON, June 19.—The minor entertainment tax concessions granted to exhibitors in the Finance Bill passed by Commons yesterday will cost the Exchequer £200,000 ($560,000) annually, the government claimed following the adjournment of Commons at 8:00 A.M. this morning after 18 hours of debate on the Finance Bill.

The Treasury's figures are contested by the trade but the general industry

(Continued on page 2)

Disney Sets $20,000,000 4-Yr. Program

HOLLYWOOD, June 19.—Walt Disney today threw down the gauntlet to television and hard-times talk by announcing a $20,000,000 production program running through 1955 and including features budgeted from $2,000,000 to $4,000,000.

Disney made his disclosure at a sales meeting at the studio, attended by Disney associates from England as well as America. The producer leaves shortly for a two-month stay in England, where he will film the all-live action feature "When Knighthood Was in Flower," in color by Technicolor.

Disney's program includes three all-cartoon features and two all-live action features. Plans also embrace

(Continued on page 6)

Freed to Be New MPIC President

HOLLYWOOD, June 19.—The election of Arthur Freed to the vice-presidency of the Motion Picture Industry Council, with succession to the presidency in six months automatic, featured last night's regular monthly meeting.

Ronald Reagan reported on the Texas Council of Motion Picture Organizations' meeting. Marvin Faris reported that the East-West seminar had been postponed from mid-summer to fall. Duke Wales and Lou Smith were added to the public relations committee, with Bill Thomas as chair-

(Continued on page 2)

Bowden Elected at Virginia MPTA Meet

RICHMOND, Va., June 19.—Virginia Motion Picture Theatre Association officers elected late yesterday for 1952-53 are: Sidney Bowden, Norfolk, president; Leonard Gordon, Newport News, first vice-president; Seymour Hoffman, Richmond, second vice-president; F. M. Westfall, Martinsville, third vice-president; Harold E. Wood, Richmond, treasurer, and Morton G. Thalhimer, Jr., Richmond, secretary. The officers were introduced last night at a dinner-dance which climaxed the three-day convention.

One hundred and twenty-six Vir-

(Continued on page 7)

DECCA BUYS UP RANK'S 'U' STOCK

Kansas-Missouri TA To Meet Sept. 30

Kansas City, June 19.—The board of directors of the Kansas-Missouri-Theatre Association has selected September 30-October 1 and the Hotel President here for the organization's annual convention.

Equipment Makers Get More Metal

WASHINGTON, June 19.—The National Production Authority has boosted sharply the amounts of copper and aluminum that photographic and theatre equipment manufacturers can use without filing with the NPA for specific allotments.

James Frank, acting chief of NPA's film section, said the action would aid many film industry firms, although they will still have to go to NPA for whatever steel they need. No increases in steel self-certification allowances were announced, due to the pending steel strike.

Starting July 1, all firms may self-certify their own orders each quarter for 10,000 pounds of copper and 20,000 pounds of aluminum, regardless of how much they used in the base period—the average 1950 quarterly consumption. The previous basic self-

(Continued on page 6)

Michigan Puts TNT Bout Lineup at 39

The Michigan Theatre, Detroit, yesterday became the 39th theatre to line up for the exclusive telecast of the Robinson-Maxim bout slated to be held in New York's Yankee Stadium Monday night.

The Michigan will be the third theatre in Detroit to join the theatre television network. The other two are the Palm State and Eastown. Theatre Network Television disclosed.

While the bout is slated for Monday night, it could be postponed until the following day or days due to rain, it was pointed out.

Meanwhile, in Washington, RKO Keith's reported "very good" advance sales for the bout.

Loew's Capitol and District Theatres' Lincoln will also televise the

(Continued on page 2)

Now Owns 42% of 'U'; All Rank-Universal Contracts to Continue

Milton R. Rackmil, president of Decca Records, yesterday announced the conclusion of negotiations for purchase by Decca of J. Arthur Rank's entire stockholdings in Universal Pictures Co. The Rank holdings amount to 134,375 shares, or approximately 12 per cent of the Universal stock outstanding.



Milton Rackmil

Added to the approximately 271,800 shares of Universal common and 37,500 option warrants already held by Decca, the purchase of the Rank holdings gives Decca 406,175 shares of "U" stock, plus warrants, or about 42 per cent of the 987,000 shares of Universal common outstanding.

It was reliably reported that Decca met Rank's asking price of approximately $20 per share for the "U" stock. The bulk of Decca's earlier acquisitions had been purchased at $15 per share, giving Decca an investment of nearly $7,000,000 in Universal now.

In addition to the approximately $2,700,000 which Rank is believed to have received for the "U" stock, which was held by his General Cinema Finance Co., it was stated by

(Continued on page 7)

First Independent Applies for TV

Washington, June 19.—Southern Television, Inc. today applied to the Federal Communications Commission for a television station permit for Chattanooga, Tenn.

Leading stockholders in the firm are Moses Lebovitz and Jay Solomon of Independent Theatres. It asked for VHF channel No. 12. This was the first of what will undoubtedly be a series of applications from independent exhibitors for TV stations.

Personal Mention

ROBERT C. HAYMAN, treasurer of the Cataract Theatre Corp. of Niagara Falls, has been made a member of the Greater Buffalo Advertising Club.

•

B. E. HOFFMAN of Connecticut Theatres, New Haven, is serving as co-chairman of the special gifts committee of the New Haven Jewish Welfare Fund Campaign.

•

MRS. ESTELLE O'TOOLE, manager of the Art Theatre in Hartford, is recuperating from an infection at Cedarcrest Sanatarium, Hartford.

•

AL SICIGNANO of United Paramount Theatres, is in Buffalo from New York.

•

MAX WEINBERG, M-G-M's Eastern short subjects representative, has returned here from Boston.

•

E. S. GREGG, vice-president of Westrex Corp., has returned here from the Coast.

•

WILLIAM SHIRLEY, exploiteer, is in Millard Fillmore Hospital, Buffalo, for a stomach disorder.

•

LESLIE SATTIN, Monogram secretary in Cleveland, and ARTHUR HIRSCH, were married last weekend.

•

L. E. TILLMAN, Columbia branch manager in San Francisco, is here from the Coast.

•

MURRAY LAFAYETTE, United Artists field man, has returned to Los Angeles from San Francisco.

•

FRED ABRONZING, of E. M. Loew's Theatre, Hartford, has returned there from Italy.

•

JOSEPH SHULMAN, of Shulman Theatres, Hartford, and MRS. SHULMAN, are vacationing in France.

•

MIKE SERVANO of Chicago has been appointed booker at the Warner exchange in Jacksonville, Fla.

•

LINDSLEY PARSONS, producer, has left Hollywood for New London, Conn.

•

SID KULLER, producer, will return to Hollywood today from New York.

50 Leave Here for Will Rogers Tribute

Some 50 executives, trade press representatives and others in the industry left here last night along with members of the board of directors of the Will Rogers Hospital Fund, for Saranac Lake to visit the Will Rogers Hospital and to weekend at Herman Robbins' Hotel Al-Bur-Norm at Scroon Lake, N. Y.

The group will spend today inspecting the hospital. The afternoon program will include the unveiling of the original plaster model of Jo Davidson's statue of Will Rogers.

U. K. Tax

(*Continued from page* 1)

feeling is that the Cinematograph Exhibitors Association's tax committee did a better job than was generally anticipated in view of the country's parlous economic circumstances.

The most heartening feature of the campaign for tax concessions, in the opinion of many, was the fashion in which CEA mobilized advocates among all Parties in the House, unlike previous occasions when members of Commons evinced only polite indifference to the industry's problems.

Carpenter Claims

Boyd Carpenter, the Treasury's financial secretary, claimed that the minor entertainment tax adjustments granted met the exhibitors' primary demand, namely, abolition of the tax anomalies in the middle range of seat prices, and also provided flexibility for exhibitors in setting price scales in that range.

Carpenter said the government sympathized with the small exhibitor confronted with difficulties and also appreciated their justification for claiming the nine-penny seat be given special tax treatment. He added that the government was unable to go farther than reduction of the tax on that seat price from one-penny to a half-penny.

Significantly, Carpenter emphasized there was no change in the Eady Plan levy, sought by exhibitors and opposed by producers. Also, other unofficial amendments which had been sought by the trade were rejected.

Monica Lewis in Big Merchandise Tieup

Hollywood will play a part in a million-dollar promotion to be sponsored by Burlington Mills Cameo Hosiery Division, which has signed Monica Lewis, M-G-M star, to spearhead an extensive personal appearance tour in behalf of the manufacturer's merchandise.

New York spokesmen for the company said that the signing of Miss Lewis is further proof of Hollywood's "tremendous impact" in guiding the "glamour habits" of the nation. The star was recently selected by the Society of Illustrators as "the most lego-genic girl in America."

Capitol Reception For 'Washington'

WASHINGTON, June 19.—M-G-M has arranged a special reception and buffet dinner in honor of House Speaker Sam Rayburn on June 27, prior to the world premiere here of the company's new film, "Washington Story," at Loew's Palace.

The film was made largely in the Capitol, under the title of "Mr. Congressman." The guest list for the reception and premiere will include top Washington officials, members of Congress and the press.

Presidential candidates Kefauver, Taft and Harriman are on the invited list.

Tour 'Aids Us' on Coast: Greer Garson

Albany, N. Y., June 19.—Brief visits such as the "Movietime U. S. A." unit made in the Albany exchange district last April will help "us in Hollywood to do our job better," Greer Garson said in a letter to Guy Graves, city manager in Schenectady for Fabian.

Probe Granger Suit For Tax-Evasions

HOLLYWOOD, June 19.—Assistant U. S. Attorney Bernard B. Laven, in charge of prosecuting income-tax violations, today asked Federal Judge Ernest A. Golin for a transcript in the trial of the lawsuit brought by Stewart Granger and his wife, Jean Simmons, against Howard Hughes and the RKO studio in a dispute over the contract for Miss Simmons' services.

The defense counsel's opening address to the court on Tuesday had contained intimations that Granger had sought contract provisions designed to skirt income-tax regulations, and had obtained similar advantages in his own contract with another studio.

Early Coast newspaper stories stressed that phase of the case, apparently attracting Laven's official attention.

Later in the day, Laven was quoted to the effect that his investigation into other talent contracts might reveal many millions of dollars worth of evasions. Meanwhile, word spread that the Justice Department also would seek a transcript.

Canada Gross

(*Continued from page* 1)

earnings have risen in the period, but rather the extent to which U. S. grosses have dropped.

The 20th-Fox executive maintained that theatre business in the U. S. has dropped 40 per cent since 1949, and that television competition was entitled to a major part of the blame. Lichtman's statistics were offered to underscore the need for COMPO's announced campaign to win repeal of the 20 per cent Federal admission tax. COMPO's policy is that theatres need not pass along any tax saving to the public.

MPIC Meet

(*Continued from page* 1)

man, it was announced.

Action on the proposal for the establishment of an MPIC services committee, which would function as a clearing house for information relating to asserted Communist connections, activities and affiliations, was deferred pending approval by constituent groups which have not yet voted individually on the matter. All groups which have voted on it have approved.

TNT Bout

(*Continued from page* 1)

bout there, according to present plans.

Both Keith's and the Capitol are charging $2.40, while the Lincoln is charging $2.40 and $3. None of the theatres is reserving seats, but all are selling only to capacity and guaranteeing each buyer a seat. All will show regular features, as well as the telecast. The Capitol will have its regular stage show.

This will be the first time three Washington theatres have telecast a sports event. On previous occasions, only one or two theatres have taken part.

Farley Estate Goes To His Children

ALBANY, N. Y., June 19.—The estate of William W. Farley, the Schenectady-Catskill-Yonkers theatre owner who died here May 21, will go to seven children and the estate of an eighth child, under terms of a will admitted to probate today by Surrogate Edward G. Rogan.

Papers placed its value at "over $10,000" in personal property and "over $10,000" in real property. It is believed to be substantially more than that, Farley having been one of the city's largest landholders. Two sons, George H. and William W., Jr., associated with him in business, are among the legatees. Farley left $10,000 to a sister.

TV Promotions Hike 'King Kong' Revenue

Extensive use of TV promotions is understood to be partially responsible for exceptionally high grosses on the opening day of "King Kong" in several Midwest cities. Promotions for the picture were telecast from 14 stations. Some of the first day's grosses reported were $4,730 at the Palm State, Detroit; $3,600 at the Palace, Cincinnati; $1,558 at the Grand, Columbus; $1,619 at the Colonial, Dayton; $1,634 at the Rivoli, Toledo; $1,374 at the Palace, Canton.

NEW YORK THEATRES

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Rockefeller Center
"LOVELY TO LOOK AT"
Kathryn GRAYSON • Red SKELTON • Howard KEEL
Color by TECHNICOLOR • An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK • PAUL DOUGLAS
ROBERT RYAN • MARILYN MONROE
in **CLASH BY NIGHT**
in person LES PAUL and MARY FORD
JOEY • TOMMY • BISHOP EDWARDS • PEIRO BROTHERS
and RALPH MARTERIE ORCHESTRA
PARAMOUNT
Midnight Feature Nightly

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REPORT ON FIRST PREVIEW OF M-G-M's "WASHINGTON STORY"!



TELEGRAM FROM ENCINO, CAL.:

"At its first preview (Encino, Cal.) 'WASHINGTON STORY' proved definitely to be the people's choice with early and late returns from 'Outstanding!' and 'Wonderful!' to 'Give us more like this!', presaging a happy term in office — *box*office, that is. While special praise was voted the film's 'fresh, new approach', enthusiastic 'write-ins' were garnered by Van Johnson, Patricia Neal, Louis Calhern, Sidney Blackmer and Philip Ober for their outstanding performances in the film and for Robert Pirosh, director and Dore Schary, producer."

Press Reports of Gala World Premiere Wash., D. C., June 27th Will Sweep the Nation.

Don't Miss the Trade Show June 26th.

Let the Flags Wave

PARAMOUNT Makes The Next 6 Months The BIGGEST In Industry History!

The product Paramount has concentrated into the six months starting in July, is, we believe, without precedent in our industry. Every single one of the 13 pictures scheduled is the kind of top box office merchandise that in the past was considered as a "special." Plus values abound — big stars — big production — **A MUSICAL A MONTH! AND 9 OUT OF 13 ARE IN COLOR BY TECHNICOLOR!**

With these pictures, released one right after another, the months ahead can be the most profitable in the history of exhibition. So we say: "Let the flags wave for the biggest six months line-up of money-making attractions ever — from Paramount or any other company!"

The Turning Point

starring
William Holden
Edmond O'Brien
Alexis Smith

PERLBERG-SEATON'S SOMEBODY LOVES ME
Color by TECHNICOLOR

starring
Betty Hutton
Ralph Meeker

HURRICANE SMITH
Color by TECHNICOLOR

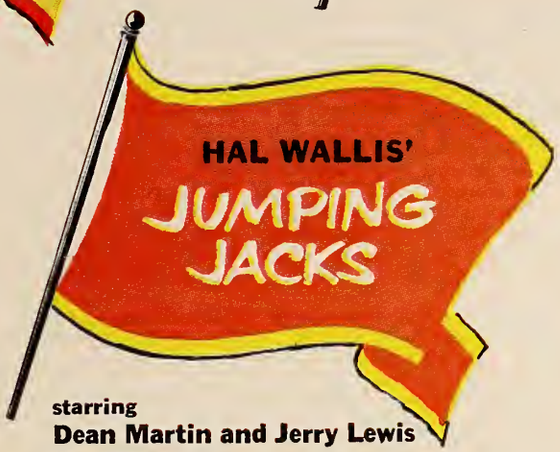
starring
Yvonne DeCarlo · John Ireland
James Craig · Forrest Tucker
Lyle Bettger · Richard Arlen
Nat Holt Production



starring
Betty Hutton
Cornel Wilde
Charlton Heston
Dorothy Lamour
Gloria Grahame
and
James Stewart



starring
Laurence Olivier
Jennifer Jones
with
Miriam Hopkins
Eddie Albert



starring
Dean Martin and Jerry Lewis
co-starring
Mona Freeman



starring
Bob Hope
Jane Russell
Roy Rogers
and
"Trigger"



starring
John Payne • Arlene Dahl
Sir Cedric Hardwicke
with **Francis L. Sullivan**
and **Willard Parker.**
William H. Pine and
William C. Thomas Production



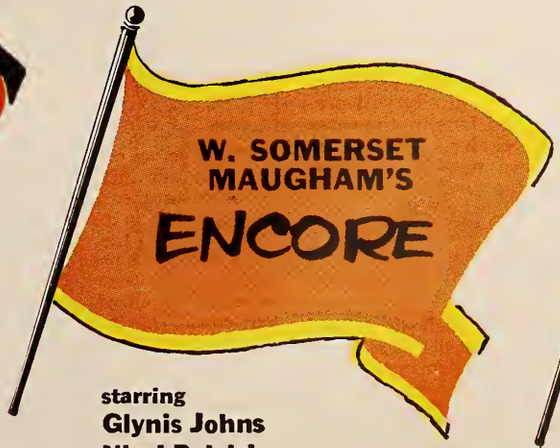
starring
Charlton Heston
with
Susan Morrow
Peter Hanson
Joan Taylor



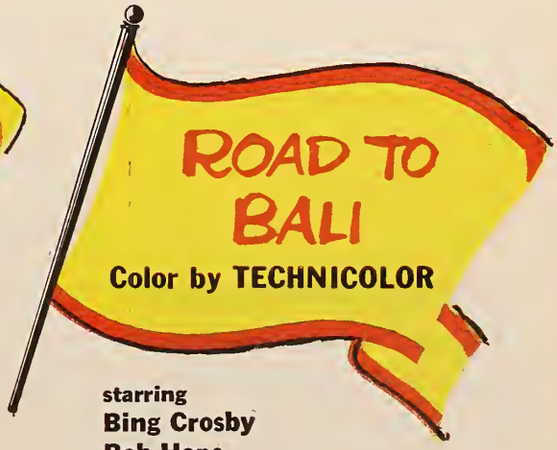
starring
Bing Crosby
Jane Wyman
Ethel Barrymore



starring
John Payne with
William Demarest
Agnes Moorehead
Richard Arlen
Susan Morrow
William H. Pine and
William C. Thomas
Production



starring
Glynis Johns
Nigel Patrick
Kay Walsh
Roland Culver
Ronald Squire



starring
Bing Crosby
Bob Hope
Dorothy Lamour

Tax Drive

(*Continued from page* 1)

president, has scheduled a meeting for Tuesday with the distribution companies' sales managers.

On July 7, the governing triumvirate, which includes Trueman T. Rembusch and Samuel Pinanski, will meet in New York with COMPO tax committee co-chairmen H. A. Cole and Pat McGee, as they did yesterday, to further chart the course of the tax fight. Others at yesterday's meeting were Robert W. Coyne, COMPO special counsel, who will be in charge of the agency's headquarters until an executive vice-president is elected; Herman Robbins, COMPO treasurer, and Charles E. McCarthy, information director.

Exhibitors Have Choice

The governing trio and tax committee chairmen emphasized during a press interview following the meeting that although COMPO's official position is that theatres and not the public are entitled to monies saved through tax repeal, there is nothing to stop any theatreman from passing the saving along to the public in the form of lower admissions.

McGee asserted that the success or failure of the campaign will determine whether "at least 5,000 theatres will close or stay open," so burdensome upon them has become the combination of high operating costs and taxes. Cole, who agreed with this, added that another 5,000 theatres are "on the borderline" of being affected by the campaign. In the opinion of both, these 10,000 U. S. theatres can show profits, whereas now they show losses, if repeal is won .

These figures, the triumvirate and tax chairmen stated, will be emphasized and re-emphasized to Congressmen. Pinanski said it will be up to theatremen and all other representatives of the industry to engage continuously in soliciting legislators' support. He viewed the challenge of collecting funds for the drive as minor compared to the importance of getting industry workers in harness for the work.

Rembusch, who has been in charge of establishing the operation of COMPO's new flat-rate dues collection system, indicated that an announcement concerning the financing setup will be forthcoming soon. Pinanski, who served as chairman of the initial meeting of the triumvirate under a rotation plan, said if the campaign should require funds in addition to what the collection system produces "we'll have to go back and ask for them."

Lichtman Says

Lichtman said the COMPO leadership is in favor of having individual theatres open their books to the inspection of Congressmen to prove how seriously the need is for tax repeal. He said it was his belief that theatre business is off 40 per cent compared to what it was in 1948. Cole, who operates theatres in Texas said that in that state business is off only 12 per cent, but that costs have risen 25 per cent.

The triumvirate indicated it would continue at the COMPO helm throughout the tax fight. The rule of unanimity will prevail in all decisions by the three governing chairmen. The following were named yesterday as alternates to represent the co-chairmen whenever necessary; for Lichtman, William C. Gehring; for Rembusch, Wilbur Snaper, and for Pinanski, S. H. Fabian.

At the close of their first meeting the triumvirate issued this statement: "Several grave problems confront our business. Indeed, some of these problems are of such a nature that the very existence of the business is threatened. Pre-eminent among them is the removal of the 20 per cent admission tax, which is a burden that threatens an early death to many of our theatres. We believe that if our case is properly presented, the Congress can be persuaded to abolish this tax. But the proper presentation of our case calls for the utmost cooperation on the part of everybody in our industry. We hope this cooperation will be extended to our tax committee.

Pledge of Leaders

"In the circumstances now confronting our industry, we are deeply sensible of the great trust that has been placed in us as the leaders of COMPO. To the proper discharge of this trust we promise to do everything in our power. Our industry has always mobilized efficiently for all civic and charitable causes. Now we mobilize to preserve our right to protect our investments."

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Reviews

"Sally and Saint Anne"

(*Universal*)

IF THE REACTIONS of a representative audience witnessing a "sneak" preview of "Sally and Saint Anne" are a barometer of what to expect box-office-wise, then exhibitors complaining now of poor patronage will have cause to rejoice over this truly splendid motion picture. It is solid family entertainment with a strong appeal for all.

Sturdy box-office material is expected of producer Leonard Goldstein and here, again, he delivers, aided and abetted by the able guidance of director Rudolph Mate who nurtured from a James O'Hanlon-Herb Meadow screenplay 90 minutes of clean, wholesome, unsophisticated entertainment that is spoken for the most part in a pleasant Irish brogue during situations that are at times very humorous, usually fast moving and nicely romantic in the right spots.

There is drama, too, as the pretty and vivacious Ann Blyth, in the appealing role of Sally O'Moyne, prays to Saint Anne for favors for herself and her friends; her prayers are usually answered.

Major credit for the success of the production goes to the very fine performance of Edmund Gwenn, who, as grandpa of the O'Moyne family, creates friendliness, warmth and scores of hearty chuckles. The principals get good support from a cast that includes John McIntire, as Goldtooh McCarthy; Palmer Lee, a newcomer, who is in the romantic circle with Miss Blyth; and Hugh O'Brien, Frances Bavier, Jack Kelly, Otto Hulett, Kathleen Hughes, Lamont Johnson, King Donovan, Robert Nichols, Alix Talton and George Mathews.

The tale is one concerning a feud between the O'Moyne family and McCarthy. When the O'Moynes refuse to sell their house, McCarthy arranges for a highway to run through their property. Gwenn recalls that he owns a bit of land between two of McCarthy's apartment houses, and the O'Moynes move their building to the empty lot. McCarthy does everything possible to remove them and as he seems on the point of success, fate intervenes.

Running time, 90 minutes. General audience classification. For July release.

"Red Snow"

(*Columbia*)

"RED SNOW" is as timely as the daily headlines about the Soviet menace, Alaskan Air Forces, secret weapons and spies, for these are the principal ingredients of this Columbia production. Boris L. Petroff produced and directed, from a screenplay written by Tom Hubbard and Orville Hampton, based on a story by Robert Peters. It is an outdoor action story, a sturdy and interesting one, stressing the part which Eskimo "G. I.s" play in the Arctic.

An Alaskan Air Force site is the basic location of action, situated directly opposite Siberia, where some Russians appear to be experimenting with a secret weapon. Guy Madison figures prominently as a U. S. Army Air Force pilot.

Ray Malta, an Eskimo sergeant, is among those recruited to lead a special detachment to investigate the nature of the Soviet weapon. That secret is discovered when a Soviet plane experimenting with the weapon crashes. A strenuous Arctic trek with its blizzards, polar bears and other adventures is thrilling. A romantic thread entwines Eskimo sergeant Mala and Gloria Saunders. Others in the large cast are Carole Mathews, Robert Peyton, John Bryant, Richard Vath, Philip Ahn, Tony Benroy, Gordon Barnes, John Bleifer, Gene Roth, Murial Maddox, Robert Bice, Renny MvEvoy, Bert Arnold, Richard Emory, Richard Pinner, George Pembroke, Robert Carson, William Fletcher and Richard Barron.

Running time, 75 minutes. General audience classification. For July release.

Kirsch Sticks to Stand On U.S. Tax Remission

CHICAGO, June 19.—Jack Kirsch, president of Illinois Allied, today denied he had any quarrel or feud with national Allied States or its chairman and general counsel, Abram F. Myers, whose counsel on not passing on any admission tax reduction to the public Kirsch rejects.

"It is my earnest personal opinion," Kirsch said, "that the industry should plan to reduce theatre admission prices if any when the Federal amusement tax is abolished."

Myers, Truman Rembusch of the COMPO governing trio, and H. A. Cole, co-chairman of the COMPO national tax committee, all Allied stalwarts, are against public promises in the coming tax fight to pass on the saving to the public, but they agree that individual or, even area exhibitors must decide what is best for them and act accordingly.

Disney

(*Continued from page* 1)

six True Life Adventure featurettes and 18 short cartoons annually.

"Peter Pan," which was shown to the convention delegates in rough cut will cost about $4,000,000 when completed and is scheduled for release next February.

"When Knighthood Was in Flower," with Richard Todd in the leading role, will go into production in London in August, budgeted at $2,000,000.

"The Lady and the Tramp," an all-cartoon feature, will cost $2,000,000.

"20,000 Leagues Under the Sea," which Disney regards as the greatest live-action undertaking of his career, is expected to cost between $3,000,000 and $4,000,000, and is to be completed in 1954.

'Robin Hood'

Disney's "Story of Robin Hood" goes into release next month.

Regarding television, Disney said, "Television is finding its level as entertainment, and like radio can be made a valuable adjunct for the promotion of motion pictures. If and when we decide to enter the television field, we will take full advantage of its potential to create a new motion picture theatre audience and to encourage to the fullest the box-office patronage for our forthcoming pictures.

"I am completely confident that average man and woman, not only in this country but throughout world, will always rate good films as best entertainment. We have plenty evidence that good pictures will always do big business. To make good pictures you have to spend money—and plenty of it—but I have every faith in the drawing power of top pictures and in men who exhibit them."

Equipment Makers

(*Continued from page* 1)

certification allowance scheduled for the third quarter was only 500 pounds of copper and 1,000 pounds of aluminum.

Moreover, companies could go still higher and self-certify up to 20,000 pounds of copper and 40,000 pounds of aluminum in the next three months, providing their use of the metals does not exceed 100 per cent of base period consumption. This would benefit slightly larger firms, who previously had been scheduled to get only 3,000 pounds of copper and 4,000 pounds of aluminum in the coming quarter.

Para. Hearing Mulls Scophony Issue

WASHINGTON, June 19.—The Federal Communications Commission's Paramount hearings picked up again today, with testimony from Dr. Adolph Rosenthal, former chief engineer of Scophony Corp. of America and inventor of Skiatron's dark-trace tube.

FCC attorneys have been trying to prove that Paramount, through its stock ownership in Scophony, blocked the development of Scophony patents in television and other fields. Rosenthal went over the technical background of the tube, its World War II performance, and its TV possibilities. He confirmed testimony by Skiatron president Arthur Levey that Rosenthal had been promised a laboratory when he was hired by Scophony, that such a laboratory was necessary for the full development of Scophony patents, and that for some reason the laboratory never materialized.

Davis on Product Trip

Arthur Davis, president of Arthur Davis Associates, foreign film distributor, will leave here today for a six-week trip to the continent to view new product. His company has commitments with producers in France and Italy, and their key pictures will be brought back for distribution here with English titles added. Davis will also select 26 features for television for use on the Foreign Film Theatre of the Air, a new program of the Foreign Films Movie Club, Inc.

Decca Buys Rank's 'U' Stock

(*Continued from page* 1)

an authoritative source that all of Rank's existing contracts with Universal will be continued in full force and effect. They include agreements for distribution of Universal product in Great Britain by his General Film Distributors; deals for distribution by Universal here of selected Rank pictures, and Latin American and other foreign distribution deals.

Maintenance in status quo of all such existing contracts, most of which have five or more years to run, is known to have been a basic part of the deal by which Rank agreed to sell his Universal stock to Rackmil.

Rank, Benjamin and G. I. Woodham-Smith, the latter of Rank's London organization, all are nominated for re-election to the Universal board of directors at the annual meeting of stockholders, scheduled to be held July 8 in Wilmington, Del. It was learned that their nominations will stand, despite the sale of Rank's stock to Decca, and that all three will be elected to the board and will serve at least for the immediate future.

Rackmil is scheduled to be elected president of Universal at the organization meeting of the board following the stockholders' meeting next month. At that time Nate J. Blumberg, president, is slated to be named chairman of the board.

The projected plan for a merger of Universal and Decca has no chance of being ready for submission to the July 8 meeting of Universal stockholders. In fact, official sources said yesterday the purchase by Decca of Rank's Universal stock does not result in bringing the merger any closer to realization, nor in advancing the time schedule for it. Nevertheless, it was known that Rank had been cool to the idea of the merger and it was widely believed that that fact had influenced Rackmil to undertake the purchase of the Rank holdings.

However, there is no merger plan in existence or in preparation, it was stated. Some minority Universal stockholders also have been cool to the merger idea. There already is pending a Universal stockholder's action in State Supreme Court here. Hearing on the action, brought by Mrs. Florence Long and alleging Universal stockholders would be injured by a merger, is set for September 15.

Simultaneously with the announcement of conclusion of the stock purchase from Rank, Rackmil said that Decca's board of directors has approved the offering to its stockholders the right to purchase approximately 275 000 shares of additional capital stock at the rate of one new share for each 2.85 held.

Arrangements are in progress, he said, for the underwriting of the new offering by a group headed by Reynolds & Co. and Laurence M. Marks & Co.

With the market value of Decca stock currently at around $8 per share, about $2,000,000 apparently would be realized from the new stock offering. On the earlier Universal stock purchases, Decca was materially aided in financing by Serge Semenenko, executive vice-president of the First National Bank of Boston.

Rackmil is scheduled to leave here for the coast tonight for conferences with Blumberg at the Universal studio.

Rank acquired his stock holdings in Universal in 1938 when, in association with J. Cheever Cowdin's Standard Capital Corp., controlling interest in the company was purchased from its founder, the late Carl Laemmle, Sr.

Va. Meet

(*Continued from page* 1)

ginia exhibitors in earlier session passed a resolution directing officers to sound out all candidates running for national public office from Virginia on their feelings regarding the repeal of the 20 per cent tax on amusements and to advise all theatres of Virginia of these opinions prior to the election.

The board of directors was placed on the basis of two from each Congressional district with an additional member elected at large.

Dues for the association were set at 10 cents per seat or car per year except for theatres or drive-ins operating three days per week or less, for which dues at five cents per seat or car were set.

PARAMOUNT TRADE SHOWS

June 19 thru July 2, 1952

• • •

DEAN MARTIN and JERRY LEWIS

in

HAL WALLIS' Production

"Jumping Jacks"

Co-starring

Mona Freeman

with

Don DeFore · Robert Strauss

Directed by NORMAN TAUROG

Screenplay by ROBERT LEES & FRED RINALDO and HERBERT BAKER

Additional dialogue by JAMES ALLARDICE and RICHARD WEIL

From a story by Brian Marlow

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadwoy	JUNE 25	2:30 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Wolton St., N. W.	JUNE 25	2.00 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley St.	JUNE 25	2.00 P.M.
BUFFALO	PARAMOUNT THEATRE	JUNE 24	
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 So. Church St.	JUNE 25	10:00 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 So. Michigon Ave.	JUNE 25	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkwoy	JUNE 25	2:30 P.M.
CLEVELAND	STILLMAN THEATRE	JUNE 19	8:30 P.M.
DALLAS	TOWER THEATRE	JUNE 26	6:00 P.M.
DENVER	DENHAM THEATRE	JULY 1	
DES MOINES	INGERSOLL THEATRE	JUNE 23	
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	JUNE 25	6:00 P.M.
INDIANAPOLIS	CIRCLE THEATRE	JULY 2	
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florido Theotre Bldg.	JUNE 25	8.00 P.M.
KANSAS CITY	PARAMOUNT THEATRE	JULY 1	8:30 P.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 W. 20th St.	JUNE 25	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	JUNE 25	12:15 Noon
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 No. 8th St.	JUNE 25	2:00 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	JUNE 25	2.00 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State St.	JUNE 25	2.00 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 So. Liberty St.	JUNE 25	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 B'way (9th Fl.)	JUNE 25	11:00 A.M.
OKLAHOMA CITY	HARBER THEATRE	JUNE 23	8:00 P.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport St.	JUNE 25	1:00 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th St.	JUNE 25	2.00 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 B'v'd of Allies..	JUNE 25	2:00 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 N.W. 19th Ave.	JUNE 25	2.00 P.M.
ST. LOUIS	MISSOURI THEATRE	JUNE 27	8:15 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 E. 1st So. St.	JUNE 25	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Ave.	JUNE 25	2:00 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	JUNE 25	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. St., N.W.	JUNE 25	8:30 P.M.

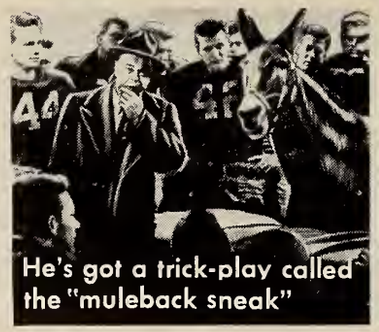
Francis is Back-

...and the Army's Got Him Again!











When it's SUMMERTIME —it's good old "TALKING MULE" TIME... every year from U-I!



UNIVERSAL-INTERNATIONAL presents

Francis Goes to West Point

Starring

DONALD O'CONNOR with LORI NELSON

ALICE KELLEY • PALMER LEE • WILLIAM REYNOLDS

Directed by ARTHUR LUBIN • Story and Screenplay by OSCAR BRODNEY • Based on the character "FRANCIS" created by David Stern • Produced by LEONARD GOLDSTEIN



and "FRANCIS" the Talking Mule

Universal International

from U-I... the best friend your Box-office ever had!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 121 NEW YORK, U.S.A., MONDAY, JUNE 23, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

IF the way in which Col. Harry Cole and Pat McGee, co-chairmen of the industry's campaign for elimination of the Federal admission tax, plunged into their work last week is any criterion, the chances for success of the campaign would appear to be especially bright.

Within a week after McGee had been appointed and had accepted, thus completing the chairmanship of the campaign committee, he and Cole were in New York and at work. Before they had a chance to roll up their sleeves and loosen their cravats, they had announced that the campaign was open.

Meetings to plan financing and strategy for the campaign were set immediately, the impending Fourth of July holiday notwithstanding. Some basic principles for conducting it were made official—such as withholding promises to pass any resultant tax saving along to the public and by-passing the public solicitation of signatures to tax repeal petitions.

At the same time, the right of any exhibitor to reduce his admission price by passing the benefit of a tax reduction or elimination on to the public was recognized.

•

The wheels are turning and the big job now is to enroll every member of the industry and everyone associated with allied and sympathetic industries in the campaign. For this is a job that will have to be done by the industry and its friends on their own. No broad, public participation is to be counted upon.

There will be a job for everyone in the campaign. Ideas, letter-writing to law makers, personal approaches to Congressmen and to candidates for Congress will play a tremendous part in the effort to be made and on their success and on the willingness of industryites to make such contributions, will the outcome depend.

The entire undertaking is of momentous import to the industry and all those who work in it, and work with it. No particle of cooperation which possibly can be extended to Cole and McGee, and the campaign workers whom they will mobilize, should be withheld.

Give the campaign leaders your immediate and unflagging cooperation.

Universal-Decca Merger Set for Fall Planning

Promulgation of plans for the merger of Universal Pictures and Decca Records will not be advanced from next fall, despite the purchase last week by Decca of J. Arthur Rank's 12 per cent stock interest in Universal, it is learned.

Postponement of the marger to next fall had been decided upon some time ago, largely because of Rank's coolness to the idea and the opposition of other minority stockholder groups, but also because no widely popular plan for an alternative method of consolidation had been evolved either by a committee of Universal board members or by outside consultants.

Now, despite the elimination of Rank's potential opposition through purchase of his stock, the schedule for promulgation of a merger plan is unchanged and will not be advanced before autumn.

A merger of Universal and Decca will require approval by a vote of two-

(*Continued on page 4*)

Delay Relaxation Of Construction Ban Indefinitely

WASHINGTON, June 22. — The government has indefinitely postponed the relaxation of theatre construction controls, previously promised for July 1.

This action, which grew out of the steel strike, was announced by Defense Production Administrator Fowler at the week-end.

In mid-May, Fowler had announced that effective July 1, the ban on theatre construction projects would end,

(*Continued on page 4*)

Plan Allied's Tax Fight Role Today

Top officials of Allied States Association will meet in New York today to make plans for the organization's active participation in the Council of Motion Picture Organization's campaign to win elimination of the 20 per cent Federal admission tax.

The meeting will be conducted by

(*Continued on page 5*)

Compo Triumvirate Seen in for A Year

The Council of Motion Picture Organizations may not have to bother for at least a year about electing a president, it became apparent at the weekend as the industry agency's newly installed governing committee of three expressed determination to remain in their posts until the industry's developing campaign to win repeal of the Federal admission tax has run its full course.

The governing trio—Al Lichtman,

(*Continued on page 4*)

New Hope Seen For Industry Arbitration

Next Week's Meetings May Hold Fate of Plan

Delegates to the industry arbitration conference, after last week's admittedly hectic sessions here, are looking forward with considerable apprehension to the first meeting next Monday of the new drafting committee of 10. The manner in which that meeting begins and continues its work in the ensuing day or two may determine whether or not there is hope now for an industry arbitration system, many believe.

The appointment of the committee of 10 represents a new approach by the conferees to the task of setting up an arbitration system. Last week's sessions made it clear that little further progress was possible at this time through continuation of negotiations within the large conference committee of the whole. In fact, some conferees felt that had the work not been transferred last week to the new committee of 10, further efforts to agree on an

(*Continued on page 4*)

Cleveland Unionists Talk 1st-Run Strike

CLEVELAND, June 22. — A. F. of L. delegates have voted to sanction a strike of members of Local No. 589 of the Operating Engineers, who operate air conditioning machinery in downtown theatres, unless they are able to negotiate a wage settlement, according to Federation secretary William Finegan. It was reported by Earl Doyle, financial secretary of Local 589, that the union has been trying for 10 months to meet with the owners. The union seeks a 10 per cent raise in wages under the stabilization formula, plus a cost of living boost.

Review

"We're Not Married"

[20th Century-Fox]

AN OUTSTANDING piece of merchandise that ranges the full scale of comedy is presented in 20th Century-Fox's "We're Not Married." The picture is packed with entertainment values and should please just about every audience. The cast is something for the marquee to glitter with. It offers Ginger Rogers, Fred Allen, Victor Moore, Marilyn Monroe, David Wayne, Eve Arden, Paul Douglas, Eddie Bracken, Mitzi Gaynor, Louis Calhern and Zsa Zsa Gabor. The picture belongs in the elite company of top Hollywood comedy dramas.

The story is a novel one, adroitly woven and expertly acted. It concerns a bungling, dim-witted justice of the peace, Moore, who makes the fatal error of marrying six couples a few days before he was authorized to do so. Thus the marriages are not legal. Two and a half years later the mistake is discovered and the screenplay, by Nunnally Johnson, examines the effect of this knowledge on five of the couples when it finally catches up with them.

The first is Allen and Miss Rogers, a pair of radio performers who got married in order to get a contract for a husband-and-wife breakfast program.

(*Continued on page 5*)

Colosseum's Annual Meet Opens Nov. 21

Minneapolis, June 22.—The Colosseum of Motion Picture Salesmen of America will hold its annual convention in Atlanta starting November 21, it was learned following a meeting here of the national salesmen's union's executive committee.

Personal Mention

SAM GALANTY, Columbia Mid-Eastern division manager, is in New York from Washington.

•

VINCENT TROTTA, industry artist, left here for Long Beach, Cal., at the weekend to participate in judging the winner of the "Miss Universe" beauty pageant.

•

SAM TABOR, Republic film salesman in Baltimore, announced the graduation of his son from Harvard University Law School.

•

EDWARD KINGSLEY, of Mayer-Kingsley Pictures, left here for London at the weekend to confer with ARTHUR MAYER.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, has returned to New York from Milwaukee.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, is on a week's vacation in Nova Scotia.

Lopert Sets Deal With London Films

The City Invcsting Co. and Lopert Films have closed a deal with London Films in London to finance the production of three films, "Gilbert and Sullivan," with color by Technicolor; "Sound Barrier," and a new Carol Reed production, Ilya Lopert, president of Lopert Films, disclosed at the weekend.

Lopert, who left here on Saturday for a seven-week business tour of Europe, said under the terms of the deal, City Investing and Lopert Films have acquired distribution rights in the U. S. and a financial interest in the negatives of these pictures on a world wide basis.

'Greater Amusements' On Bi-Weekly Basis

MINNEAPOLIS, June 22. — *Greater Amusements*, regional trade paper published here, announced in this week's issue that starting next month it will be published every other Friday, rather than weekly as heretofore. The move was ascribed mainly to "industry adjustments" which it says have disrupted the order of relcases and advertising and to heavy publishing costs.

20th-Fox to Launch Plans for 1953

With all pictures scheduled for release during the next six months completed, preliminary planning for 1953 will be part of the agenda of this week's 20th Century-Fox home officc meetings of division managers and other sales executives. Details of product for the last half of this year will be disclosed at the meetings which will be held on Thursday and Friday.

Bookers of Minneapolis To Decide on 'IA' Tie

MINNEAPOLIS, June 22.—Film bookers of this area are due to be prescnted officially with the question whether they favor dropping out of the IATSE and joining either the Colosseum of Motion Picture Salesmen of America or the CIO. The "IA" is a branch of the AFL.

This disclosure follows a report which has been circulating to the effect that the Colosseum has been making overtures to "IA" bookers all across the country.

A spokesman for the local bookers' club reported that there "has becn considerable" discussion on the question of joining thc Colosseum or continuing affiliation with the IATSE at various times during the past year, "but nothing on that score of an official nature." He added that the bookers have expressed "some dissatisfaction with our present affiliation" and anticipated that the question will be prcsented officially to the members of the Minneapolis bookers group before the national "IA" exchange contract, in which they are included, expires on November 30.

Some members of the film bookers organization here favor affiliation with the CIO. These dissidents have alleged that the "IA" has been "treating us like stepchildren."

M. P. Daily Editorial Used in Tax Plea

HUNTINGTON, W. Va., June 22.—The MOTION PICTURE DAILY editorial of June 16 by Sherwin Kane has been used here to help enlist the aid of Senator Mathew M. Neely (D. W. Va.) in the industry's effort to win relief from the Federal admission tax.

The editorial pointing out the discriminatory aspects of the tax on thc screen now that the U. S. Supreme Court has held motion pictures a part of the free press, other elemcnts of which are free of Federal taxation, was sent to Sen. Neely by John A. Goodno, secretary-treasurer of Palace Amusement Co. here. Goodno urged Neely's consideration of the independent exhibitor's current plight, in part attributable to the tax, and expressed the hope that his help would be forthcoming.

20 Demonstrations Of Eidophor System

At least 20 demonstrations of the Eidophor theatre color television system will be given by 20th Century-Fox between Wednesday and July 2. Following the initial demonstration, on Wednesday, for the press. Showings will be held for invitcd representatives of the motion picture industry, television, radio and electronic research groups, theatrical producers and agents, Washington officials and military representatives.

The audiences will see a special show of top stage personalities telecast over a closed circuit hook-up.

Columbia Meeting Starts Here Today

Columbia today will open a three-day division manager's meeting here at the Hotel Warwick, with general sales manager A. Montague presiding. High on the agenda will be discussions of the sales and liquidation of top productions currently in release as well as films to be released during the summer and fall.

Attending from the home office, in addition to Montague, will be: Rube Jackter, assistant general sales manager; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; George Josephs, sales executive; H. C. Kaufman, manager of exchange operations; Joseph Freiberg, manager of sales accounting; Seth Raisler, contract department; Vincent Borelli, assistant to circuit sales executives, and Sydney Singerman, assistant manager of exchange operations.

Coming in from the field will be: Nat Cohn, New York division manager; Sam Galanty, Mideast; Carl Shalit, Central division; R. J. Ingram, Southeast; Jack Underwood, Southwest; Harry Weiner, division manager for Southern New Jersey and Eastern Pennsylvania; I. H. Rogovin, New England; B. C. Marcus, Midwest; Jack Tillman, Northwest. In addition Ben Lourie, Chicago branch manager and Wayne Bell, Los Angeles manager, will be present.

M-G-M Sets Wide 'Ivanhoe' Showings

Starting June 30, M-G-M will screen "Ivanhoe" in 60 theatres "closer to home," in addition to screenings arranged for 32 cxchange areas. In all instances, exhibitors will be invited as guests of M-G-M sales executives who will also attend the screenings in cities adjacent to exchange towns.

Minneapolis leads the group of 32 branches with nine "closer to home" screenings. The second largest number for an exchange will be Kansas City, which has seven screenings in outlying towns lined up. Atlanta, Cleveland, Milwaukee and New Orleans have four each. Albany, Cincinnati and Detroit have three each, while Des Moines, Oklahoma City, Omaha, Pittsburgh, St. Louis, San Francisco and Washington have two.

In all instances of the "closer to home" screenings, "Ivanhoe" will be shown in the morning or early afternoon, while regular scheduled trade showings in thcatres are to be held at night.

Tent Sets Boxing Match

BALTIMORE, June 22. — The local Variety Club has signed Clarence Henry and Archie Moore to head a boxing show at the Babe Ruth Memorial Stadium Thursday.

Newsreel Parade

THE battle of the G.O.P. delegates and Gen. Ridgway in Italy are current newsreel highlights. Other items include fashions, sports and human interest subjects. Complete contents follow:

MOVIETONE NEWS No. 51—The entire footage is devoted to the G.O.P. battle between General Eisenhower and Senator Taft.

NEWS OF THE DAY, No. 285—Pre-convention spotlight on Ike and Taft. Navy puts medicos through "the wringer." Turf classic. Olympic boxing.

PARAMOUNT NEWS, No. 88 — Queen Elizabeth at Ascot race. Gen. Ridgway tours Italy. Germ propaganda dispute. Men's fashions. Olympic boxing.

TELENEWS DIGEST, No. 25-B — Steel crisis. Senator Duff on the convention. Indo-China aid. Jet-ace welcomed home. Jet maneuvers. Girl jockeys.

UNIVERSAL NEWS, No. 571. — Germ warfare and human guinea pigs. Royal visit in Turkey. Senator Duff in Pennsylvania. Miss Universe.

WARNER PATHE NEWS, No. 90 — Battle for delegates. Malik in the chair at UN session. Gen. Ridgway in Italy. Human centrifuge. Swim queen. Olympic boxing.

Questions the Form Of Md. Censor Suit

BALTIMORE, June 22. — The defense to be presented by the State of Maryland in a suit attacking the constitutionality of the Maryland motion-picture censor laws is expected to challenge the right to bring the suit in its present form, Attorney General Hall Hammond declared here.

The suit was filed by Harry R. Shull of Washington, trading as Peerless Distributing Co., against the Maryland Board of Censors and Police Commissioner Beverly Ober.

The suit has nationwide implications in that it could influence the fate of prior film censorship in five other states and more than 200 municipalities.

The constitutionality of such censorship is a subject of renewed debate since the Supreme Court recently ruled that films are subject to the same constitutionality guarantees as the press.

The suit, filed in Circuit Court, contends that in requiring prior approval of a film, the censorship law violates the First and 14th amendments of the Federal Constitution and Article 40 of the Declaration of Rights of the Maryland Constitution.

Daff Welcomes Beauties

Alfred E. Daff, Universal vice-president and director of world sales, and other Universal foreign sales executives helped welcome at the week-end the international beauty winners who will represent their countries in the first "Miss Universe" beauty contest and pageant to be sponsored jointly by Universal-International, Pan American World Airways and Catalina Swim Suits at Long Beach, Cal., on June 29.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"THE GREEN GLOVE"

SAN FRANCISCO—United Artists—**HOLDOVER!**

DAYTON—Victory Theatre—**SOCK!**

MINNEAPOLIS—Lyric Theatre—**STANDOUT!**

DENVER—Tabor, Weber & Aladdin—**VERY STRONG!**

BUFFALO—Center Theatre—**SMASH OPENING!**

MILWAUKEE—Wisconsin Theatre—**SENSATIONAL OPENING!**

LOS ANGELES—Chinese Unit—**BIG!**

TORONTO—Odeon Carlton—**TERRIFIC!**

SALT LAKE CITY—Utah Theatre—**SOLID!**

GLENN FORD and
GERALDINE BROOKS
. . . the screen's newest star-team!



A KNOCKOUT IN EVERY ROUND!

Benagoss Productions, Inc. presents Glenn Ford in THE GREEN GLOVE co-starring Geraldine Brooks · Sir Cedric Hardwicke with George Macready Original story and screenplay by Charles Bennet · Produced by Georges Maurer · Directed by Rudolph Maté

SPINE-TINGLING SUSPENSE!
Another **BIG ONE**
. . . thru **UA**

"A good bet for anybody's screen!" —FILM DAILY

Controls

(Continued from page 1)

and builders would be allowed to self-certify fairly liberal amounts of steel, copper and aluminum for theatre projects.

The steel strike interfered, however, and the postponement of the relaxation had long been indicated.

Fowler said the Administration would not make the changes previously announced. "We will defer any change in the ban on recreational construction until the steel stoppage is over and we have assessed the damage," he declared.

Long Delay Seen

That means that the relaxation will not go into effect very promptly even when the steel strike ends. NPA will then have to determine the shortage, and it is quite probable that it will find that so much steel production was lost during the strike that it will be some time before the contemplated relaxation of recreation construction controls can be ordered.

Fowler said the agency has "no present plans" to cancel any steel allotments which have already been made for the third quarter for theatre projects. NPA has made some allotments in certain "hardship" cases, and there had been talk that these allotments would be cancelled. But that's not in the cards right now, Fowler indicated.

Tony Silver to Souvaine

Tony Silver, son of Milt Silver advertising-publicity director of Souvaine Select Pictures, has joined the administration department of Souvaine.

Universal-Decca Merger

(Continued from page 1)

thirds of the stockholders of both companies. With Decca now owner of a 42 per cent interest in Universal, the two-thirds requirement seemingly would be obtained without difficulty, despite opposition from minority stockholders, both anticipated and already in evidence.

The alternate plan of a consolidation of the two would have required the approval of only a majority vote. With Decca's previous 30 per cent interest, without the Rank holdings, that, too, would have been reasonably easy to obtain. However, Rank's important role as distributor and exhibitor of Universal product in Great Britain and elsewhere, lent significance to his opposition far beyond the weight of his stockholdings.

As previously reported, Rank, his financial aide, G. I. Woodham-Smith, and the head of his American organization, Robert S. Benjamin, have been nominated for reelection to the Universal board at the annual meeting of stockholders on July 8, and will be elected and will serve for a limited time. However, in anticipation of the merger move next fall, Rank and Woodham-Smith, at least, may resign to make way for Decca representation on the board of the merged companies.

At present, Milton R. Rackmil, Decca president, is that company's only nominee for election to the Universal board on July 8. Thus, for the time being, Decca, with 42 per cent of the Universal stock, will have but one representative on the latter company's board, while Rank, with no Universal stock holdings, will have three representatives, including himself on the Universal board.

Rackmil, as previously reported, will be elected president of Universal at the organization meeting of the board immediately following the stockholders' meeting. Nate J. Blumberg, Universal president since 1938, will be elected chairman of the board, a post which has been vacant since the resignation of J. Cheever Cowdin in 1950.

London Hears Decca Paid $19 for Rank's 'U' Stock

LONDON, June 22.—It is authoritatively reported here that J. Arthur Rank received $19 per share for his 134,375 shares of Universal Pictures common stock from Decca Records, or net sterling receipts approximating £900,000 ($2,520,000).

Rank's asking price had been $20 per share but it is reported the price was shaved slightly in consideration for guarantees of the continuity of his option to distribute here all Universal product.

(Universal common is quoted on the New York Stock Exchange at around $13 per share. Decca paid $15 for earlier acquisitions of Universal stock amounting to 30 per cent of the total outstanding, plus option warrants.)

Proceeds from the sale of his Universal stock could materially reduce Rank's current overdrafts, shown in the last balance sheet at £9,200 000. The financial district believe that Ranks next accounts, due early in September, will show a spectacular reduction in the overdrafts to less than £5,000,000.

John Davis, Rank's chief aide, had planned to leave here for New York by plane on Friday night to join in the stock sale negotiations with Rackmil, being conducted there by Robert S. Benjamin, head of Rank's American organization, when word was received here that the deal had been concluded.

On the other hand, London banks had offered some resistance to slight modifications made in Rank's original terms for the sale of his Universal stock. Rackmil had agreed to return here to face the bank's objections, but neither his nor Davis's journey proved to be necessary.

Owen and Smith End Paramount Meets

Hugh Owen, Paramount Eastern and Southern division sales manager, will return to New York today after concluding a series of branch meetings on merchandising and sales plans for the 13 films to be released between July and December. Owen held his final session in New Orleans on Friday. He began his tour in Boston with a combined meeting of the New York and Boston exchange staffs. This was followed by meetings in New Haven, Albany, Buffalo, Charlotte, Jacksonville and Atlanta.

George A. Smith, Western division sales manager for Paramount, met with members of the Denver and Salt Lake City staffs during the past week.

Arbitration

(Continued from page 1)

arbitration plan might have been summarily discontinued.

A stalemate had been reached, it is learned, between exhibitor and distributor groups. The inference is that some distribution representatives had assumed an implacable take-it-or-leave-it attitude on virtually every proposal for modification or amplification advanced by exhibitor representatives. At one point, some distribution attorneys were roundly scored by a distribution executive for obstinacy and obtuseness of attitude.

The unwieldiness of the large conference committee of the whole was suggested by some as responsible for the near stalemate which barred further progress and threatened the continuance of the sessions. The hope that a smaller group might be able to accomplish what the larger one appeared unable to do, led to the suggestion for establishment of the committee of 10. Its members are: Abram F. Myers, Herman M. Levy, S. H. Fabian, Emanuel Frisch and Wilbur Snaper, for exhibition, and Austin Keough, Adolph Schimel, Al Lichtman, Abe Montague and William F. Rodgers, for distribution.

On both exhibitor and distributor sides it is now felt that the spirited airing of viewpoints which marked last Wednesday's sessions in particular, might well have been a good thing for the future of the conferences. It not only served to let off pent-up "steam," some point out, and to fix blame where blame was due, but it also resulted in transferal of the drafting work to a compact group, each aware of the other side's views.

With the implacables off the stage for the time being, many industry arbitration advocates now are looking forward hopefully, rather than optimistically, to real progress being made when the new committee of 10 takes over the deliberations a week hence.

Compo Triumvirate

(Continued from page 1)

Samuel Pinanski and Trueman Rembusch—was at work here at the weekend on plans for the tax fight. Rembusch and Pinanski spent all of Friday and part of Saturday on that effort at COMPO headquarters with Robert W. Coyne, COMPO special counsel, and Charles E. McCarthy, information director.

It was ascertained that the duties handled by the office of executive vice-president, which Arthur L. Mayer relinquished several weeks ago, will be shared by the triumvirate and Coyne. Another executive vice-president will not be elected until such time as a president is named.

Some COMPO stalwarts view as "very possible" the reelection to office of the triumvirate when the COMPO board and executive committee hold their annual meeting early next year. It is expected that at that time a bill calling for repeal of the 20 per cent admission tax will have been introduced in the 83rd Congress. To all intents and purposes the industry's tax fight will not have been completed until the Congress adjourned, if repeal did not come before adjournment.

POSTPONED!

M-G-M TRADE SHOWS

"FEARLESS FAGAN"

FORMERLY JUNE 27th

NEW DATE:

JULY 3rd

TIMES and PLACES of Showings as advertised remain the same in all Territories!*

*Except DALLAS, which is 10:30 A.M. instead of 2:30 P.M.

Maxim Family Gets In Theatre TV Act

Cleveland, June 22. — The family of Joey Maxim will be the guests of Jack Silverthorne, manager of the Hippodrome Theatre, tomorrow night when the Robinson-Maxim bout is telecast on the Hippodrome's screen.

Guests will be Joey's mother and father, Henrietta and John Bernardilli; his two daughters, Maxine and Charlene and two brothers with their wives.

Fight Film Rights

Ike and Harry Katz of Kay Film Exchanges in the South, have acquired distribution rights to the Ray Robinson-Joey Maxim fight films in Charlotte, Atlanta, Memphis and New Orleans.

Korda on New U.K. TV Firm's Board

LONDON, June 22.—Sir Alexander Korda is named as a director of a new company being formed here to develop television and radio program material and technical contributions on a worldwide level, including Great Britain, in the event sponsored television is authorized here.

Others on the board include Sir Alexander Aikman, head of Electrical & Musical Industries; Norman Collins, formerly of British Broadcasting and now chairman of High Definition Films, and other prominent electronic and banking officials. Korda's association with the new company clearly confirms suggestions that his recent resignation from the British Film Producers Association was motivated by his intention to enter the television field if and when the government sanctions sponsored TV.

Review

"We're Not Married"

(*Continued from page* 1)

Rich nuggets of satire emerge as the couple poke fun at those vapid, commercial-laden programs. Allen and Miss Rogers are furiously angry at one another, but as they go through their broadcast they ooze with tender solicitude. In this, as in the other sequences, the delightful sparks of comedy touched off are better viewed than described in words. The episode ends in happy irony.

Next to receive the news is Wayne, a harassed young man who walks around with a baby in his arms while his wife, Miss Monroe, clad in a bathing suit, goes wooing a "Mrs. America" beauty contest.

"It's all going to be different now," thinks Wayne when he receives the fateful letter. But he doesn't reckon with his mate's drive. She now can go after "Miss America" laurels.

Calhern is a wealthy, Texas oilman, very much in love with his young, beautiful but scheming wife, Miss Gabor. Bent on divorcing him and taking over his fortune, Miss Gabor sets out to frame him. The plan almost works, too, but the letter arrives in time to smash it. The farce is filled with well-executed drollery.

Douglas and Miss Arden play a sedate, suburban couple whose marriage has settled down to a humdrum routine. For Douglas, the letter opens up luminous visions of gay times he can now have in bachelor freedom. But his dreams of amatory glory are short-lived. He begins to realize the horrible cost of all that fun, burns the letter, and appreciates Miss Arden anew.

Bracken is a soldier about to be shipped overseas, and his wife, Miss Gaynor, is soon to have a baby. The letter throws him into panic and all his frantic efforts to remarry are aborted by the lack of time. Fortunately a kindly chaplain learns about the plight, and with the help of a radio, he remarries the couple via a ship-to-shore hookup.

Johnson also produced this delightful romp and Edmund Goulding directed with an artful command of his medium.

Running time, 85 minutes. General audience classification. For July release.

MANDEL HERBTSMAN

Tax Fight

(*Continued from page* 1)

Wilbur Snaper, national Allied president, and among those in attendance will be Col. H. A. Cole, Allied board member and co-chairman of the COMPO tax committee; Charles Niles, national chairman of the Allied Caravan, and possibly Abram F. Myers, general counsel and board chairman of the exhibitor organization.

Successful Local Fight

Niles, who was scheduled to arrive here yesterday from Des Moines, is one of the leaders of the admission tax fight which Iowa-Nebraska Allied has had underway for some time. The unit's campaign against the tax has been viewed as highly successful in that U. S. Senators and Congressmen from that section already have committed themselves as being in favor of elimination of the levy in consequence of direct appeals by the exhibitors.

Pat McGee, Cole's co-chairman of the COMPO tax-committee, remained in New York over the weekend, and was expected to sit in on the meeting of Allied officials.

David Rose to Coast

David E. Rose, producer of "Island of Desire," who arrived here last week from Europe for discussions with United Artists execuitves on the distribution of his film, left for the Coast at the weekend. While in Hollywood, he plans to complete arrangements for his next film, scheduled to go into production early in August.



The Vital Spark

Ever since the early days of the business of motion pictures, exhibitors have been accustomed to know that product worth the selling is worth the telling in unmistakable fashion in their trade paper.

That feeling has not changed. In these realistic times, it is more pronounced than ever.

His trade paper, through the many services it renders, has become an integral part of the daily business life of the exhibitor. Its advertising pages have come to reflect to him the product situation.

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

The vital spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold."*

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it soon enough; (2) Make it effectively proclaim the box-office values of the picture; (3) Publish a sufficient continuity of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling—*to* the exhibitor and consequently *through* the exhibitor. Its cost is dimes that bring dollars—for the producer, the distributor *and* the exhibitor. It is the vital spark for the power that produces greatest results!

UP-TO-DATE

Check List

of recent or forthcoming releases featured in advertising* in *MOTION PICTURE DAILY*

(alphabetically by title)

Title	Distributor
ABOUT FACE (2 Pages)	Warner
ATOMIC CITY	Paramount
BELLES ON THEIR TOES (2 Pages)	20th-Fox
BRAVE WARRIOR (2 Pages)	Universal
CAPTAIN BLACK JACK	Classic
CARBINE WILLIAMS (2 Pages)	MGM
CARRIE	Paramount
CLASH BY NIGHT (2 Pages)	RKO
GOBS AND GALS (2 Pages)	Republic
THE HALF-BREED (2 Pages)	RKO
HANS CHRISTIAN ANDERSEN (2 Pages)	RKO
HAS ANYBODY SEEN MY GAL (2 Pages)	Universal
I DREAM OF JEANIE (2 Pages)	Republic
JUMPING JACKS	Paramount
KANGAROO (2 Pages)	20th-Fox
KING KONG (2 Pages)	RKO
LADY IN THE IRON MASK	20th-Fox
LOVELY TO LOOK AT	MGM
LYDIA BAILEY	20th-Fox
MY SIX CONVICTS (5 Pages)	Columbia
PAT AND MIKE	MGM
PAULA	Columbia
PICKWICK PAPERS	Renown
THE PRIDE OF ST. LOUIS	20th-Fox
RED BALL EXPRESS (3 Pages)	Universal
SKIRTS AHOY! (2 Pages)	MGM
WALK EAST ON BEACON	Columbia
THE WILD HEART (2 Pages)	RKO
THE WINNING TEAM (4 Pages)	Warner
THE WORLD IN HIS ARMS (2 Pages)	Universal

*Pictures featured in *M. P. Daily* advertising during past 6 weeks.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 122 NEW YORK, U. S. A., TUESDAY, JUNE 24, 1952 TEN CENTS

See 18-Month Arbitration Trial Period

Time Limitation Favored By Conference Delegates

The industry arbitration conference, now in recess, is certain to put a time limit on any system of arbitration it sets up, it was indicated yesterday by one of the conference delegates. The conference, which adjourned its meetings at the Hotel Astor here last Wednesday, will resume on a date to be set by a new drafting committee of 10 which is slated to start its own meetings here next Monday.

A trial period of 18 months apparently is agreeable to most of the delegates for whatever system emerges, the delegates said. However, he pointed out, official action on this point has yet to be taken. He expressed the opinion that both the Department of Justice and the Statutory Court would "insist" on a test period for whatever

(*Continued on page 5*)

Four Methods Set For Financing Of Rogers Hospital

SARANAC LAKE, N. Y., June 23.—Four methods will be employed to raise funds for a number of improvements at Will Rogers Memorial Hospital, Variety Clubs International decided at a meeting here this past weekend.

The methods are: (1) continuance of the annual Christmas Salute, (2)

(*Continued on page 5*)

Rain Postpones Robinson Bout

The Robinson-Maxim light heavyweight title bout, slated to have been theatre telecast from New York's Yankee Stadium last night, was postponed due to rain until tomorrow night. If it rains again tomorrow night, the bout will be held Thursday evening.

Lined up for the exclusive telecast are 39 theatres in 25 cities, which will carry the event as soon as weather permits.

6 'Off-Hour' Theatre TV Shows Planned for Fall

Negotiations are underway for at least six commercial "off-hour, non-entertainment" theatre television projects to be launched this fall, it was learned here yesterday.

Sparking the talks are representatives of United Paramount Theatres, although other theatre-TV equipped circuits are to participate in the telecasts.

The projects include sales meetings and training programs, under which a commercial organization will pay a rental fee for each theatre-TV equipped house.

Meanwhile, details of the scheduled Thursday morning Civil Defense theatre telecast were disclosed. Under terms of the deal, the 10 theatres in the 10 cities will be compensated by the government for most of their operating expenses, in addition to the government paying all the cable charges for the telecast which will emanate from Washington, D. C.

See 7-Month Lag in UPT-ABC Ruling; Oppose Severance

WASHINGTON, June 23.—Federal Communications Commission attorneys predicted today that it would be at least January of next year before there is a decision in the pending Paramount proceedings.

They made the prediction in a lengthy statement strongly opposing the request of United Paramount Theatres and American Broadcasting Co. that the proposed merger be severed from other issues in the proceedings and decided promptly.

The FCC lawyers said it would take the same time for them to work and prepare findings and arguments on the merger as it would for all the issues. They cited the overlapping of issues and the many questions that would have to be answered in the merger proceeding which would take no longer to answer for all the other issues as well. Severance would also complicate the TV situation in Los An-

(*Continued on page 5*)

Rain Brightens NY First-run Grosses

Overcast skies and repeated showers over the weekend was credited with aiding New York first-run grosses this week, which ran from fair to very good.

Among the sturdy performers is "Lovely to Look At," the current attraction at Radio City Music Hall, which expects to realize a fine $125,000 for its fourth and final week, topping the previous week by $5,000. "Where's Charley?" bows in there Thursday.

At the Paramount, a very good $84,000 is expected for the initial week of "Clash by Night" on the screen and singers Les Paul and Mary Ford on stage. Another fairly good opener is "Pat and Mike" at the Capitol, where a nice $39,000 is forecast for the first seven days.

"Wait Till the Sun Shines, Nellie" will have its premiere at the Roxy on Friday, replacing "Diplomatic Cou-

(*Continued on page 5*)

Golden and Sherman Form New Company

HOLLYWOOD, June 23. — Producers Edward A. Golden and Harry Sherman, backed by an undisclosed number of state rights distributors, shortly will announce the formation of a new national production-distribution organization to be known as Progressive Pictures, Inc., Golden disclosed here today.

The country will be divided into nine franchise areas, according to the plan, and it is contemplated that 12 pictures will be distributed annually in the beginning. Due to changed conditions arising from population shifts, the increase in drive-ins, trade practices flowing from the consent de-

(*Continued on page 5*)

Calls for Open Bids; Reveals One of Own

CHICAGO, June 23.—John Reckas, owner of the Starview Outdoor Theatre, Elgin, Ill., today sent an "open letter" to general sales managers of the major companies calling on them to "tear down the iron curtain" with which, he charges, they have surrounded competitive bidding procedures.

Summarizing the legal and trade background of bidding, the letter asserts that even those companies which opposed it in 1948 are using it now and that independent exhibitors are being injured thereby. Reckas concludes with an appeal to distributors

(*Continued on page 5*)

Move for Oct. Theatre TV Hearings Made

MPA, NETTC Formally Petition FCC to Act

WASHINGTON, June 23. — The Motion Picture Association and the National Exhibitors Theatre Television Committee today formally petitioned the Federal Communications Commission to advance the theatre television hearings date to mid-October.

The hearings are now scheduled to start Jan. 12. MPAA and NETTC suggested that eight days of hearings be scheduled starting Oct. 13 or Oct. 20, for engineering and accounting testimony. Following that, it was implied, the FCC could recess the hearings until another block of hearing days became available.

In their petition, MPAA and NETTC pointed out there have been five postponements in the scheduled start of the hearings, and that if the hearings don't start until January, it will have meant a delay of 16 months since the first scheduled hearing date.

(*Continued on page 5*)

Lifting of Color Television Ban Scheduled Today

WASHINGTON, June 23.—The National Production Authority is scheduled to issue tomorrow its long-delayed order permitting color television in theatres.

The order, removing the present flat ban on virtually all color television, will also permit some home color TV when the manufacturer certifies such production does not interfere with the production of goods set for the country's defense effort.

See Controls Until At Least Oct. 1

Washington, June 23. — National Production Authority officials said today that it is "extremely doubtful now" if theatre construction controls can be relaxed much before Oct. 1, and that there is "some doubt" that the construction controls can be relaxed even then.

Personal Mention

LEONARD GOLDENSON, president of United Paramount Theatres, will leave here tomorrow with MRS. GOLDENSON on a European trip.

•

ANNETTE UMANSKY, secretary of the Metropolitan Washington Theatre Owners Association and personal secretary to Warner Brothers official A. JULIAN BRYLAWSKI, was married Tuesday, June 17 in Washington to CARL ALLEN MOFFITT.

•

FRANK LA GRANDE, supervisor of Paramount laboratory operations in New York and London, will return here today aboard the *S.S. Queen Mary* from a two-month business trip to Great Britain and the Continent.

•

WILLIAM PERLBERG and GEORGE SEATON, Paramount production team, will leave Hollywood for New York on July 8 and on July 11 will sail for Paris aboard the *S.S. Liberte.*

•

WILLIAM J. DIPSON of Batavia, N. Y., executive vice-president of Dipson Theatres, was married in Buffalo Saturday to JUNE MELLISSA SCHERGL.

•

N. E. SAVINI, Astor Pictures special representative, was in Atlanta from New York and will visit Charlotte, Washington and Chicago.

•

JOHN BYRAM, Paramount play editor, and MRS. BYRAM are due back here from Europe tomorrow aboard the *S.S. Nieuw Amsterdam.*

•

STEPHEN MOORE, manager of the Vogue Theatre, San Francisco, and his family are confined to their home with illness.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, was in New York yesterday from New Haven.

•

MAURICE BERGMAN, Universal Pictures public relations executive, returned here yesterday from a vacation in Havana.

•

PAUL CRANE, Loew's International traffic manager, marked his 30th anniversary in the film industry over the weekend.

•

MITCHELL RAWSON and HARRY KREBBS of M-G-M's home office publicity department are on vacation.

•

DIMITRI TIOMKIN, composer, has returned to Hollywood from New York.

Name Siegel Aide to Hawkinson at RKO

Morton Siegel has been named administrative executive and aide to Robert K. Hawkinson, RKO Radio assistant foreign manager. Coming to the foreign division from the company's legal department, Siegel has been with RKO Radio 14 years. He served three years in the U. S. Naval Reserve during World War II.

Washington Theatre Sells Out for Robinson Bout

WASHINGTON, June 23.—The Lincoln, one of the three Washington theatres planning to telecast the Robinson-Maxim fight, sold out shortly after one this afternoon, and officials said they assumed it would stay sold out despite the postponement to Wednesday.

The Lincoln charged $2.40 for most of the seats and $3 for a small block of seats.

The two other theatres—Loew's Capitol and RKO Keith's—reported "brisk sales" up to the time the postponement was announced. Keith's had sold 700 tickets, over one-third of capacity, and Loew's had sold over 1,000, not quite one-third of capacity. Both are charging $2.40.

Heavy Advance Sale for Fight at B. & K. Houses

CHICAGO, June 23.—The B. & K. houses showing the Robinson-Maxim fight on large-screen TV here are getting a very heavy advance sale, with the Tivoli sold out since Saturday and the Uptown and Marbro having only a few hundred seats left between them. The Essaness Crown, charging $3.60 as compared to the $2.40 price at the B. & K. houses, still has plenty of tickets left for the fight. There is speculation here as to whether postponement of the bout to Wednesday night will lead to a demand for refunds from people who plan to stay home and watch the Vejar-Davies fight on home TV.

RKO House Sold Out for Fight

CINCINNATI, June 23.—The 3,300-seat RKO Albee here is sold out for the Robinson-Maxim fight telecast now set for Wednesday night with the scale for the entire house $2.40.

Coast-to-Coast TV For All-Star Game

The All-Star baseball game July 8, to be played in Philadelphia, will be telecast from Coast-to-Coast, NBC-TV disclosed here yesterday.

The Gillette Safety Razor Co. will sponsor the telecast as in previous years.

Put Buchman Trial Off Until Oct. 1

WASHINGTON, June 23.—The contempt of Congress trial of Hollywood producer Sidney Buchman has been put off until Oct. 1. Buchman is charged with contempt for failing to appear to testify before the House Un-American Activities Committee.

Greene Holdings Rise

WASHINGTON, June 23.—David J. Greene, RKO Thetres director, during May purchased an additional 4,500 shares of common stock in the company, it was reported here by the Securities & Exchange Commission. This brought holdings by Greene and members of his family to 48,850 shares.

Rank's Large-Screen TV Goes on Display

LONDON, June 23.—The first demonstration here of large-screen theatre TV to paying customers will be given Thursday night at J. Arthur Rank's Leicester Square Odeon Theatre in connection with the premiere of his new picture "The Importance of Being Earnest."

The program, on a closed circuit telecast, will consist of a fashion show, taking place in a basement studio of the theatre and interviews by Leslie Mitchell, announcer, with notables in the theatre lobby. The TV program, for the theatre's audiences, will continue for seven days, it is planned.

Occasional similar demonstrations of large-screen TV will be held from time to time in other Rank theatres now being equipped. Rank's Cintel theatre TV equipment is understood to range in price from £10,000 to £15,000 ($28,000 to $42,000).

Allied, Compo Meet On Tax Fight Here

A group of top officials of Allied States Association met here yesterday with Council of Motion Picture Organization administrators to discuss plans for the impending industry campaign to secure repeal of the 20 per cent Federal admission tax.

Among those who met were Wilbur Snaper, Allied president; Charles Niles of Iowa-Nebraska Allied; Col. H. A. Cole, Allied board member and co-chairman of the COMPO tax committee; Pat McGee, co-chairman; Robert W. Coyne, COMPO special counsel, and Charles E. McCarthy, COMPO information director. Niles, Cole and McGee, all from out of town, were expected to remain here for at least another day of work on the anti-tax campaign.

McFarland with Indianapolis Unit

DES MOINES, June 23.—Dale H. McFarland, assistant to the president of Tri-States Theatre Corp., has resigned, effective June 28, to become general manager of the Greater Indianapolis Amusement Co.

McFarland came here in 1941 as advertising manager for Tri-States. He was appointed assistant to the president in 1951. He takes over his new post in Indianapolis on July 1.

'Movietime' Unit Tours Utah, Mont.

SALT LAKE CITY, June 23. — A "Movietime, U.S.A." unit, consisting of six Hollywood personalities, is currently touring towns in Utah and Montana. The unit consists of Donna Reed, Marsha Hunt, John Derek, Robert Wagner, Barry Shipman, writer, and David Diamond, producer.

Para. Serving Col. Out of Cincinnati

Cleveland, June 23.—Paramount, the only distribution company to serve Columbus out of the Cleveland exchange, has now made the state capital a part of the Cincinnati exchange territory, as it has been with all other distributors.

The change is reported to have been made at the request of the I.T.O. of Ohio, which cited inconveniences of the arrangement to film buyers and bookers, trucking companies and others. Bernard Gardner, Paramount resident sales representative at Columbus, and with the company for 25 years, has been let out as a result of the change.

M-G-M Names Karlin Germany Sales Head

Myron Karlin, formerly manager for M-G-M in Venezuela, has been appointed sales manager of the company in Germany. He is now en route to Frankfurt, where he will assume his duties under the direction of F. W. N. Beckett, territorial manager.

Managership of the Venezuelan office went to Wolfgang Wolf, who joined M-G-M after having been with Motion Picture Export Association in Austria.

Hope Combine Buys Denver Station

DENVER, June 23. — Metropolitan Television, recently organized with Bob Hope and Denver's Mayor Quigg Newton as principal stockholders, has bought station KOA here from NBC for a little more than $2,000,000. The deal is subject to fee approval.

Metropolitan plans to apply for a television station. The deal is said to be part of Hope's $15,000,000 effort to buy radio-TV outlets in six key cities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVELY TO LOOK AT"
Kathryn GRAYSON • Red SKELTON • Howard KEEL
Color by TECHNICOLOR • An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK • PAUL DOUGLAS
ROBERT RYAN • MARILYN MONROE
in CLASH BY NIGHT
PARAMOUNT
in person LES PAUL and MARY FORD
JOEY • TOMMY • BISHOP EDWARDS • PEIRO BROTHERS
and RALPH MARTERIE ORCHESTRA
Midnight Feature Nightly

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Plenty of "See"...Plenty of Sell!

"Packed with plenty of selling angles! An exploitation natural!" —EXHIBITOR



SEE the feared Pirana fish devour a living man!

SEE the secret rites of tribes untouched by civilization!

SAVAGE DANGER!
PRIMITIVE LOVE!
THRILLS UNIMAGINED!

SEE Anaconda, the world's largest snake, crushing its living victim!

"STRANGE WORLD"

SEE the fierce head hunters of the Amazon in berserk frenzy!

Al O'Camp presents **"STRANGE WORLD"** with ANGELICA HAUFF · ALEXANDER CARLOS
Directed by Franz Eichhorn · Director of Photography Edgar Eichhorn
Original Story and Screenplay by Al O'Camp, F. E. Eichhorn, O. A. Bayer · Produced by O. A. BAYER
Executive Producer Al O'Camp

It packed 'em in

in DENVER – Rialto – RECORD-BREAKING OPENING!
in SEATTLE – Music Box – HOLDOVER!
in MINNEAPOLIS – RKO Pan – STRONG!
in PORTLAND (Ore.) – Mayfair – VERY BIG OPENING!
in SAN FRANCISCO – Esquire – SOLID!

thru UA

National Pre-Selling

LADIES' HOME JOURNAL for July has a print-order of 4,800,000 copies, which will provide preselling for various motion picture stars featured in cooperative advertising. Kathryn Grayson gets two breaks, on page 5 for Lustre-Creme and on page 57 for Woodbury. Debra Paget, for Lux, and Irene Dunne, for Avon Cosmetics, are other tieups. . . . Walt Disney's made-in-Sherwood Forest, color version of "The Story of Robin Hood" gets four pictures, four columns in the new *McCall's*, out this week. . . . Dale Robertson, ex-truck-driver, ex-cowboy, ex-boxer, ex-soldier, and star of 20th Century-Fox's "Lydia Bailey," is the subject of a special feature story, "Soft Drawl in High Boots," in the July issue of *Seventeen*. . . . MGM's "Movie of the Month" calendar ads for "Lovely to Look At," "Ivanhoe" and "The Merry Widow" will hit 13 slick and fan magazines during July, with a combined total of 37,970,000 readers.

•

In a special 8-page layout, *Our World* magazine for August presents a pictorial narrative of the recent 20th Century-Fox press and star junket to Haiti for the international world premiere of "Lydia Bailey." . . . A special 10-page edition of a radio news letter devoted entirely to "Wait 'Til the Sun Shines, Nellie" is currently going out to over 1,000 key executives and personalities in television and broadcasting circles. . . . Arthur Godfrey and Columbia Records have jumped on the ballyhoo bandwagon for "Wait 'Til the Sun Shines, Nellie" with a new recording of the song that inspired the picture. Heavy tieup promotions will commence early in July, with special emphasis placed on dovetailing campaigns with local playdates.

•

An illustrated article entitled "The Barber Takes Spotlight in New Hollywood Film" appears in the Barber's Journal *for June, recommending 20th Century-Fox's "Wait 'Til the Sun Shines, Nellie" to its vast tonsorial readership. The publication known as "The Voice of* 80,000 *Master Barbers" presents a barber's eye view of the Technicolor story of* 50 *years of life in a midwestern town. And a special preview of the picture for* 50 *prominent New York barbers and representatives of their trade associations, has generated unusual interest in the upcoming Roxy theatre attraction among top barbers and their best theatrical customers in New York.*

•

Six lovely models started out last week on personal appearance tours for M-G-M's "Lovely To Look At"—assigned to the East, South, Southwest, Central and Midwest, with apparently one spare. The girls have been told they will have good treatment, careful handling and adequate time to prepare for many dates. Field exploiteers are told they might better photograph the lovelies with local exhibitors than salting the Mayor, in most situations. . . Walt Disney's "Story of Robin Hood" will appear as a King Features Syndicate cartoon beginning July 13th and continuing for 25 installments.

WALTER BROOKS

Reviews

"White Corridors"

(J. Arthur Rank)

WITHIN THE FRAMEWORK of a hospital drama, British made "White Corridors" brings together a group of loosely connected but distinct plots. As such, the story has multiple interest and variation, but frequently it dissipates its narrative appeal in too many directions. The screenplay, concocted by Joan Read and Pat Jackson, has a literate flavor which will please the more discriminating audiences.

One of the dominant themes centers around Googie Withers, an ambitious young surgeon at the hospital who is in love with James Donald, a research pathologist. The clash of ambitions between the two provide some of the story's suspense. Other aspects involve Petula Clark, a shy, pretty nurse who fumbles and frets through an apprenticeship at the hospital; a little boy, Brand Inglis, who is brought into the hospital suffering from a blood poisoning that doesn't respond to penicillin; another nurse, Moira Lister, who falls in love with a playboy doctor and runs afoul of hospital regulations, and then there is the head of the hospital, Godfrey Tearle, who has his difficulties with the playboy, his son, Jack Watling.

As the story comes to a climax, Donald himself becomes a victim of the poisoning, but is saved by the injection of his own experimental serum. Other plot hitches are resolved according to individual circumstances.

A Vic Films production made under the banner of J. Arthur Rank, it was produced by Joseph Janni and John Croydon and directed by Jackson.

Running time, 102 minutes. General audience classification. June release.

MANDEL HERBSTMAN

"The Rough, Tough West"

(Columbia)

CHARLES STARRETT, alias the Durango Kid, joins forces with an old friend for the betterment of a mining town only to learn eventually that the friend is the manipulator of underworld doings. The picture has the customary Western elements and stands up adequately in its category. Rounding out the story with some comic touches and songs is Starrett's old teammate, Smiley Burnette.

Jack Mahoney is the friend who invites Starrett out and makes him a marshal. In time Starrett learns from a crusading newspaper publisher, Valeria Fisher, that it is Mahoney who is behind all of the town's skullduggery. Naturally, Starrett goes to bat against Mahoney. Presently, however, Mahoney begins to see the evil of his ways and reforms. But this leads him into a battle with one of his sinister underlings. In a finale, in which virtually the entire town is burned, Starrett and Mahoney vanquish the outlaws.

Others in the cast are Tommy Ivo, a newsboy, and Pee Wee King and his band. Colbert Clark produced and Ray Nazarro directed, from a screenplay by Barry Shipman.

Running time, 54 minutes. General audience classification. June release.

MANDEL HERBSTMAN

Hoff Urges NPA to Relax Copper Rules

OMAHA, June 23. — TESMA, through its president, J. Robert Hoff, has urged the National Production Authority to relax the entertainment use restrictions on copper and aluminum July 1, as planned, despite the need for continuing the curb on steel.

NPA announced at the weekend that the projected relaxation of the orders for July 1 would be postponed indefinitely, due to the steel strike. In a message to NPA, Hoff pointed out that copper and copper wire products are in good supply and that drive-in theatre construction, which could proceed without the use of steel, would be facilitated were the planned relaxations on copper use to be made. Manufacturers of theatre equipment and allied lines also would be benefited, Hoff pointed out.

FWC Closing Two In 'Frisco Area

SAN FRANCISCO, June 23.—Fox West Coast Theatres last week announced the closing of two Oakland theatres indefinitely, two put on a weekend policy and the leasing of the 1129-seat United Nations here.

The 2651-seat Orpheum closed on Wednesday and the 814-seat Franklin will close next Monday. Weekend policy houses are the 610-seat State in Richmond and the 1146-seat Palace in Oakland. The United Nations will put on stage plays.

350 Solons to Attend Washington Premier

WASHINGTON, June 23.—More than 300 members of the House and more than 50 Senators already have accepted invitations to the premiere here Friday of M-G-M's "Washington Story." The showing at the Palace will be preceded by a reception and buffet supper in honor of House Speaker Sam Rayburn at the Willard Hotel.

As part of the build-up for the premiere, M-G-M official Jack Foxe is conducting a poll among 300 members of the Capitol Hill press corps for their nomination for the "handsomest Congressman." The winner will take part in the proceedings on the stage before the film showing.

Objections to Action Filed by Md. Censors

BALTIMORE, June 23.—The Maryland State Board of Motion Picture Censors has filed demurrers to the suit which seeks to invalidate Maryland motion-picture consor laws on grounds that the statutes are unconstitutional. The Police Commissioner of Baltimore also joined in filing the demurrers through Maryland's Attorney General Hall Hammond.

The papers filed contend that the suit, brought by a distributor of the old "Birth of a Nation," is insufficient in law and does not entitle the distributor relief in the Circuit Court. It alleges that the plaintiff has other legal remedies.

Says Italian Reds Influence Films

By ARGEO SANTUCCI

ROME, June 23.—Guido Gonella, Member of Parliament and secretary of the Democratic Christian Party, openly charged the Italian film industry with being influenced by Communists in addressing the general meeting of the Governing Party at Anzio at the weekend.

Says Subsidies Aid

He charged that Communist penetration into the film, general entertainment, art and sports worlds has been aided by government subsidies and has developed to a worrisome status. Gonella warned that the government cannot continue to subsidize those who would destroy it and implied that steps will be taken to correct the situation.

This is the first time a responsible government official has made the charge that Communist penetration of the art and entertainment industries is succeeding. When made in other quarters, the charges were invariably denied by Under-Secretary Giulio Andreotti.

The Anzio meeting is considered to be extremely important as a prelude to the 1953 elections and is expected to result in a new drive involving government policies.

O'Donnell Here On Texas Compo Plans

Robert J. O'Donnell is meeting here with distribution executives on plans that are now being formulated for the second annual Texas COMPO Conference, June 1-3, 1953. Max E. Youngstein, United Artists vice-president, and Jerry Pickman, Paramount advertising - publicity vice - president, have been invited to serve as co-chairmen of a merchandising panel which will be held in connection with the conference.

It was reported from Dallas, meanwhile, that Kyle Rorex, executive director of Texas COMPO, has disclosed that more than 300 requests have been received since June 12 for recordings of speeches and discussions at the Texas Compo Conference early this month.

Paul Short, who assisted the executive chairmen at the conference, reported that a package arrangement would be completed which will include copies of important speeches, and recordings of the principle speakers. It will be made available at cost, he said.

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Theatre TV

(*Continued from page* 1)

They said the delay has "placed a heavy burden on those who have repeatedly prepared to meet each hearing date deadline in readying witnesses and material."

The two organizations some weeks ago wired the FCC informally, outlining this plan. Then FCC general counsel Benedict Cottone suggested a formal petition, and the industry has now complied. The industry theory is that the FCC is afraid to start the hearings until enough time is assured to finish them in one consecutive block of days, and that this time may never come. MPAA and NETTC reason that it's better to get the hearings done a week or two at a time.

If the request to move up the hearing date is granted, the FCC was told, MPAA and NETTC witnesses will cover at the October hearings such subjects as technical requirements and standards for theatre television; a sample theatre TV microwave distribution system; projection equipment; and transmission costs.

UPT-ABC Ruling

(*Continued from page* 1)

geles and Chicago, involved in other issues in the proceedings as well as in the merger, hearing examiner Leo Resnick was told.

The FCC attorneys predicted the hearings would be over by mid-July. The hearings went through their 82nd day today, with Paramount Pictures attorney Paul Porter questioning Skiatron president Arthur Levey about the early history of Scophony. Porter denied that Paramount had used its stock interest in Scophony to suppress any Scophony patents, a charge made by FCC attorneys, and tried to show that in the years before Paramount and General Precision equipment bought into Scophony, the latter firm had tried to get financing from many other sources and had failed.

Porter indicated he might have a week or 10 days' worth of questioning to do before he excuses Levey from the stand.

Delay NTFC Meet

The National Television Film Council has postponed its last luncheon meeting of the season from tomorrow to July 9, a date which will also mark NTFC's fourth anniversary. Congressman Klein, a member of the House sub-committee probing radio and TV programming, has been invited to attend the July 9 luncheon at the Hotel Warwick, as a guest speaker.

Einfeld Arrives in Italy

Charles Einfeld, vice-president of 20th Century-Fox, will arrive in Naples today aboard the *S. S. Vulcania*, for a tour of the principal capitals of Europe where he will hold merchandising meetings with company sales personnel. Einfeld is scheduled to hold his first session with Fritz Micucci, manager for Italy, in Rome.

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Will Rogers Hospital

(*Continued from page* 1)

providing coin boxes for display in theatres throughout the country, (3) appealing to companies and individuals to sponsor rooms at the hospital at $2,000 per year, and (4) encouraging circuits and theatres to ask for a voluntary donation each year when annual passes are distributed.

The meeting was held Saturday at Herman Robbins' resort, Al-Bur-Norm, on Schroon Lake, following an inspection of the hospital on Friday by industry representatives.

Fred J. Schwartz was named general fund raising committee chairman, and Jack Cohn was appointed chairman of a committee to contact the Motion Picture Association of America to seek continuance of annual donations to the hospital.

Improvements scheduled include conversion from coal to oil at the hospital to save expensive handling and make it possible for the maintenance staff to work on maintenance instead of coal handling, and also installation of a master radio-television antenna system to permit the patients to receive network shows. Since the exterior of the hospital was painted patients have been without private antennas and the radios have been able to pick up only one local station.

The weekend visitors from the industry included: Paul Lazarus, Jr., Gene Picker, Wilbur Snaper, William J. Heineman, Robert Mochrie, Harry Brandt, Sam Switow, Arthur B. Krim, Richard F. Walsh, Chick Lewis, Robert J. O'Donnell, Abe Montague, Max A. Cohen, Charles J. Feldman, Al Lichtman, Jack Cohn and Herman, Allan, Norman and Burt Robbins.

Also, Martin Quigley, Jr., Tom Connors, Marvin Kirsch, Murray Weiss, Sam Rosen, Fred J. Schwartz, Harry Kalmine, George Dembow, Sam Rinzler, Ned Shagru, Arthur Israel, Jr., and Ben Shlyen.

N. E. Circuit Gets Met. Playhouses Bid

The Western Massachusetts Theatres circuit was yesterday identified as one of the numerous theatre interests RKO Theatres' has sounded out for the possible purchase of RKO Theatres' stock in Metropolitan Playhouses, Inc.

In an effort to sell its 20 per cent interest in Metropolitan Playhouses, which it must do under its consent decree, RKO Theatres has sent letters to possible interested parties offering the stock for sale.

An RKO Theatres spokesman said that as yet no deal for the sale of the stock has been consummated. At the same time, he denied that RKO Theatres is currently engaged in talks with Samuel Goldstein, president of Western Massachusetts Theatres, or any of his representatives, for the sale of RKO Theatres in the Metropolitan area or along the Eastern seaboard.

Calls for Open Bids

(*Continued from page* 1)

to open all bids to inspection by unsuccessful bidders.

Reckas said he recently played "The Greatest Show on Earth" first run in Elgin and grossed $12,000 in 12 days. "We guaranteed Paramount $7,000 and paid an average above our guarantee. Of what advantage could it be to us, to any distributor or to any other exhibitor to keep matters such as this a secret?" he asks.

Arbitration

(*Continued from page* 1)

arbitration program exhibition and distribution agrees upon.

The delegate expressed confidence that an arbitration system would be put into operation at the beginning of next year, at least. During the 18 months, or whatever period is set for its trial operation, cognizance could be taken of the system's effectiveness and at the end of the period attempts could be made to strengthen it.

Mrs. Ethel Schwartz

Funeral services will be held today for Mrs. Ethel Schwartz, mother of Robert Schwartz of the Paramount home office press book department, who died yesterday.

New Extension Due In Loew's-UAT Split

WASHINGTON, June 23.—Justice Department officials said there would be another extension, "probably of 30 days," in the deadline for dissolution of certain joint interests of Loew's and United Artists Theatre Circuit.

At present, the two companies are required either to have submitted a proposed dissolution plan by today or to actually start dissolution proceedings by next Monday. Justice officials said another proposed delay in the two dates would be submitted to the New York court this week, and it would probably be for a month.

Strike in Cleveland Houses Held Off

CLEVELAND, June 23.—William Finegan, secretary of the Cleveland Federation of Labor, has assured owners and operators of downtown film houses that there will be no strike of members of Local 589, who operate air conditioning equipment in these theatres, until theatre and union representatives have concluded a scheduled meeting sometime this week. The 15 men affected are seeking a wage boost under the 10 per cent wage stabilization program, plus a cost of living hike.

Crowe Aids Negro Fund

LOUISVILLE, June 23. — Guthrie F. Crowe, president of the Kentucky Association of Theatre Owners, has been appointed state chairman of the United Negro College Fund campaign.

N.Y. Grosses

(*Continued from page* 1)

rier" which is due to bow out with a swell $51,000 for its second and final week. Accompanying the new feature will be the annual Roxy ice show.

At the Mayfair, "The Winning Team" opened to a fair $15,000 for its initial week. Holding up nicely is "Walk East on Beacon" at the Victoria with $19,500 forecast for its fourth week.

"3 for Bedroom C" will open at the Astor on Thursday, succeeding "Outcast of the Islands," which is expected to wind up its six-week run with a moderate $10,000.

A so-so $9,000 is seen for the opening week of "Scarlet Angel" at the Globe, while the 10 days of "Red Planet Mars" at the Criterion is expected to draw an unexciting $15,250. The next attraction at the Criterion is "The Story of Robin Hood," which bows in Thursday.

Among off-Broadway houses, "Actors and Sin" at the Park Avenue is doing excellently with $7,700 indicated for its fourth week. Another sturdy hold-over is "Man in the White Suit" at the Sutton, where $11,000 is seen for a 12th week.

"Encore" at the Normandie is doing fine, with $8,000 expected for a 12th week. The eighth week of "Never Take No for an Answer" at the Beekman is due to hit a fair $4,500.

"I Dream of Jeanie" opens at Loew's State tomorrow, replacing two reissues.

'King Kong' Hitting Wartime Grosses

CLEVELAND, June 23.—"King Kong" is piling up wartime grosses here. On the night of its opening at the RKO Palace Theatre, the reissue played to over 3,000 adults and 300 children, which is house capacity. The film is also reported to be doing excellently at Detroit's Palm State Theatre.

Extensive TV and radio advertising is credited as a big factor in the picture's drawing power.

Form New Company

(*Continued from page* 1)

crees, and television's effects on theatre-going habits, it is reasoned that a dozen features annually, in color, will sustain franchise holders profitably. Deals with six producers for two pictures each per year are in work.

Production is expected to take place at Sherman's California studio, where it is declared overhead can be held down to five per cent in contrast to the major studios' 40 or more per cent.

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FACT NO. 9 ... *about magazines and motion pictures*

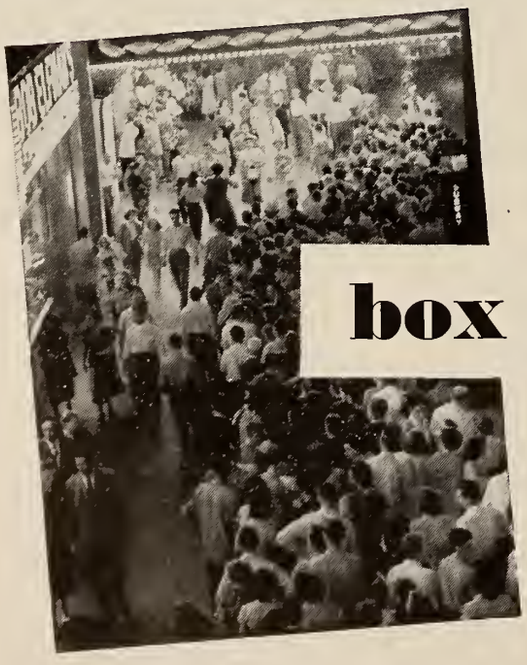
Monthly magazines



- pre-selling a multi-million, entertainment-receptive market
- are read longer... kept longer... referred to more frequently than any other media
- are alive with color—an ideal climate of heightened reader interest for all movie advertising... and the perfect setting for advertising *color* movies as well as black and white.

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VOL. 71. NO. 123 NEW YORK, U.S.A., WEDNESDAY, JUNE 25, 1952 TEN CENTS

'U' Half-Year Net Doubled At $1,220,440

Equals $1.14 a Share After $1,550,000 Taxes

Universal Pictures Co. and subsidiaries yesterday reported for the 26 weeks ended May 3, last, consolidated earnings of $1,220,440, after provision of $1,550,000 for estimated Federal income and excess profits taxes.

This compares with consolidated earnings for the corresponding 26 weeks last year of $608,565, after provision of $800,000 for estimated Federal taxes on income and after a provision of $200,000 for contingent liabilities.

After deducting dividends on the preferred stock, consolidated earnings for the 26 weeks ended last May 3 are equivalent to $1.14 per share on the 960,498 shares of common stock outstanding. For the corresponding period of the previous fiscal year, consolidated earnings equalled 50 cents per share on the common stock.

The figures for the past six months

(*Continued on page 4*)

Eidophor TV to Be Shown Today

The first in a series of more than 20 public demonstrations of 20th Century-Fox's Eidophor color theatre television system will be held today at the company's home office.

The initial audience will be composed of trade press representatives, science, wire service and newspaper writers. Shown on the screen will be a live show of top theatrical talent, telecast over a closed circuit hookup from the company's Movietone studios. Demonstrations will continue through July 2.

DeVry and Neu to Lead TESMA Meet

HOLLYWOOD, June 24.—William C. DeVry has been named chairman, Oscar F. Neu, honorary chairman, and Roy Boomer, coordinator of the Theatre Equipment and Supply Manufacturers' Association convention to be held at the Morrison Hotel in Chicago November 15-19, president J. Robert Hoff announces.

Lee Jones has been appointed chairman of the press relations committee, and the registration committee will be headed by V. J. Nolan.

Set Anti-Tax Finance Plan

At a meeting here yesterday with Al Lichtman, Council of Motion Pictures Organizations governing committee member, the sales managers of the major distribution companies agreed to have their sales forces cooperate in soliciting contributions from exhibitors to help finance the industry's campaign for repeal of the 20 per cent Federal admissions tax.

It was pointed out at the meeting, which was held at the "21" Club, that all exhibitor contributions will be matched by distributors. This has been the practice in financing COMPO operations in the past and will be followed, too, in the future when the flat-rate dues collection program, which the agency's board has approved, is put into operation. Presumably, the collections for the tax fight will be apart from regular COMPO dues payments.

Previous meetings here during the past several days to lay the

(*Continued on page 4*)

Allied Units Ready Plans to Fight Tax

Allied units in various parts of the country are organizing for the industry fight for repeal of the 20 per cent Federal admissions tax which will be conducted under the banner of the Council of Motion Picture Organizations.

In New Orleans, preparations for the anti-tax drive were made at a regular board meeting of Allied Theatre Owners of the Gulf States. Also on that unit's anti-tax agenda is repeal of the Louisiana state sales tax on film, a bill covering which has been introduced in the legislature.

Plans for another COMPO "Movie-

(*Continued on page 4*)

AUTHORIZE COLOR TV FOR THEATRES

Goldberg, Fabian to Head JDA Campaign

Leon Goldberg, vice-president and treasurer of Universal, and Edward L. Fabian, executive of Fabian Theatres, have been named co-chairmen of the Motion Pictures Division of the Joint Defense Appeal.

They will preside at a luncheon of industry executives at the Hotel Astor here next Tuesday, at which plans will be made for achieving industry-wide support for JDA's 1952 campaign to raise $5,000,000. Irving Engel, chairman of JDA's New York campaign, will speak.

The JDA is the sole fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's oldest and largest Jewish agencies combatting bigotry and safeguarding human rights.

Women Recruitment Short for July 3

"The Real Miss America," a 10-minute short subject produced under the sponsorship of Council of Motion Picture Organizations to assist in the recruitment of women for the armed forces, will be released July 3, it was announced yesterday.

All major companies will participate in the distribution of the short, with exchanges being divided as follows: MGM—Washington, Charlotte, Indianapolis, Kansas City; Universal — Albany, Cleveland, Minneapolis, Dallas; 20th Century-Fox—Atlanta, Detroit, Omaha, Portland; Republic

(*Continued on page 2*)

Restrictions Remain On Home TV Color Except in Rare Cases

By J. A. OTTEN

WASHINGTON, June 24. — The National Production Authority today finally issued its long-awaited order permitting the production of color television equipment for theatres.

The new order, which revokes a flat ban in effect since last November on practically all color TV equipment, also would permit on a very limited basis production of color equipment for home reception.

The November, 1951, ban was interpreted by NPA officials to cover theatre as well as home equipment, and was immediately protested by the Motion Picture Association and National Exhibitors Theatre Television Committee.

Today's order, which lays down the circumstances under which home color sets can be produced, specifically states that

(*Continued on page 4*)

Mull Plan to Boost Mex. Film Industry

MEXICO CITY, June 24.—A program to improve the motion picture industry in Mexico was outlined here to President Miguel Aleman at a two-hour conference attended by representatives of all branches of the industry.

Aleman, in turn, agreed to arbitrate disputes in the industry. The Mexican president also told the delegates that he expects the trade to be smooth-running by the time his successor assumes office on Dec. 1.

The following are features of the program outlined to Aleman:

The three top studios—Churubusco,

(*Continued on page 4*)

C. P. Skouras Here On Divorcement

Charles P. Skouras, president of National Theatres, which will become Wesco Theatres Corp. following divorcement of 20th Century-Fox, conferred here yesterday with top 20th-Fox executives on divorcement problems.

Skouras, who arrived from the West Coast Monday, will also be on hand to view today's Eidophor demonstration

(*Continued on page 4*)

WOULD TAKE THREE MONTHS TO SET ARBITRATION MACHINERY

Any system of arbitration approved by exhibition, distribution, the Department of Justice and the Statutory Court would not become effective until three months after the court gave its approval, according to the draft of an arbitration system which the industry conference, now in recess, has been considering here.

The three-month period was suggested by the conference committee on rules to provide time in which to establish the machinery and personnel for whatever system is agreed upon.

MOTION PICTURE DAILY reported yesterday that the conference delegates are in favor of setting an 18-month trial period for an arbitration system. During that period it would be possible to detect flaws in the system which could be corrected later.

The arbitration conference established a committee of ten to continue the paragraph-by-paragraph analysis of the draft which was discontinued last Wednesday when adjournment came. The committee will meet here Monday, probably in the board room of Fabian Theatres, to resume the analysis. First subjects to be tackled at that time are bidding and alleged forcing of features and short subjects.

Personal Mention

MITCHELL WOLFSON, president of Theatre Owners of America, is due here today from Miami.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, and MRS. BARNETT yesterday became the parents of a third child, REGINA PATRICIA, born at White Plains Hospital, White Plains, N. Y.

•

PINCUS SOBER, M-G-M attorney, left San Francisco for Helsinki to attend the Olympic meet. He had been visiting San Francisco from New York.

•

HENRY L. NEEDLES, managing director of the Art Theatre, Hartford, has been named a director of the Hartford Chamber of Commerce retail trade board.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave here today for Washington. JOYCE O'HARA, vice-president, returned there yesterday.

•

MORTON G. THALHIMER, president of Neighborhood Theatres, Richmond, Va., will be in New York today from that city.

•

NORMA FABIAN, daughter of SI FABIAN, circuit head, will be married here today to PAUL JACOBSON at the Hotel Pierre.

•

JACK ESSICK of Modern Theatres Circuit and MRS. ESSICK have left Cleveland for an Atlantic shore vacation.

•

GEORGE STRIBLING, manager of the Park Theatre, Lafayette, Cal., announces the birth of a second son, KIRK ANDREW.

•

FRED R. GREENWAY, manager of Loew's Poli Palace, Hartford, has returned from a vacation in the Connecticut area.

•

PIETRO BULLIO, president of Scalera Films, Inc., will fly to Rome today from New York.

•

GEORGE WAKELY, Ohio theatre owner, won the Toledo pro golf championship.

•

WARD RIGGINS, JR., owner of the Strand Theatre, Jessup, Ga., and MRS. RIGGINS, are the parents of a girl.

•

TROY CANADY, head booker of the Dixie Amusement Co., Swainsboro, Ga., is visiting Texas City, Tex.

•

CLAYTON PANTAGES has been named student salesman at the 20th Century-Fox exchange in New Haven.

•

HARRY KATZ, Kay Exchanges executive, has returned to Atlanta from New York.

Senate Group for Cut in State Dep't. Film Funds

WASHINGTON, June 24.—The Senate appropriations committee today went along with he House in denying funds requested by the State Department for a new program of producing 18 feature films overseas for theatrical distribution in the Near, Middle and Far East.

The committee also went along with the House in an as-yet undetermined cut in the money sought by the Department's International Motion Picture Division for its regular 1952-53 fiscal year program of producing and distributing "information" films through non-theatrical channels.

The Department had asked $4,658,000 for a "special project" of producing feature-length films, with propaganda overtones, in Tokyo, Cairo, and other Asia-Africa locations, for on-the-spot distribution to theatres. But the House appropriations committee, the House and now the Senate appropriations committee all vetoed this project.

The size of the cut in the regular budget of the film division cannot be determined for this reason: the Department had asked $133,272,914 for the coming year for all programs —radio, books, press, films, etc. The House committee cut this to $111,066,000, but specified that the entire $10,600,000 asked by the film division was to be included in the final figure. The House, however, cut the total to $86,575,000, without specifying how the additional cut was to be distributed, and the Senate appropriations committee today decided to go along with the $86,575,000 figure for the entire program.

Department officials said they did not know yet how the additional cut would be apportioned among the various programs, but that certainly the film division would be cut some.

In sticking to the House figure, the Senate committee said the overseas information program "should have a breathing spell for a year and get itself organized and integrated before embarking on another expansion."

Women Recruitment

(*Continued from page* 1)

—Boston, Denver, Tampa; RKO—Buffalo, Pittsburgh, Chicago, San Francisco; Paramount — Milwaukee, Jacksonville, New York, Philadelphia, Los Angeles; Monogram—New Haven; Warner Brothers—Des Moines, Memphis, St. Louis, Salt Lake City; United Artists—New Orleans; Columbia—Cincinnati, Oklahoma City, Seattle.

Schneider Dies in Fall

PARKERSBURG, W. Va., June 24.—John Pearl Schneider, 48, was fatally injured in a 60-foot fall from the platform of the screen tower of the Starlight Drive-In here. Schneider, co-owner of the drive-in, was repairing the screen at the time of the accident. He also was co-owner of the Mur Drive-In near here.

Film Issue Set By 'American Weekly'

An entire issue of *The American Weekly*, Sunday supplement to Hearst newspapers, will be devoted to the motion picture industry, Ernest V. Heyn, editor, has disclosed. The issue will be dated Aug. 31.

In a recent memo to motion picture principals, outlining the issue, Heyn wrote in part: "We will take our readers—one quarter of all the families in America—into the confidence of the leaders of the motion picture industry. These more than 20,000,000 readers will be given a pictorial and verbal summary of the movie entertainment which is being prepared for their amusement during 1952 and 1953."

Heyn also announced that with the motion picture edition, *The American Weekly* will launch the first in a series of annual awards for the most enjoyable motion picture and the most enjoyable part turned in by an actress and an actor. The twenty three critics of the newspapers which distribute *The American Weekly* will be asked to participate in the voting.

Schimel a Delegate To UNESCO Parley

Adolph Schimel, vice-president, general counsel and secretary of Universal, yesterday was named by the copyright committee of the Motion Picture Association of America at a meeting here to serve as one of the U. S. delegates to the UNESCO intergovernmental conference on copyrights to be held in Geneva, Switzerland, from Aug. 18 to Sept. 6. Schimel is chairman of the MPAA copyright committee.

The purpose of the Geneva conference is to draft and adopt a universal copyright convention. Various industries were invited by the State Department and the Library of Congress to send delegates to the conference.

Serving with Schimel as delegates will be U. S. government representatives and others drawn from the radio, music and book publishing industries.

Youngstein in Boston For 'Heineman Drive'

Vice-president Max E. Youngstein of United Artists, who is serving as captain of the company's "Bill Heineman Sales Drive," will launch his first drive meetings with Eastern exchanges today in Boston.

Following his sessions with personnel of the Boston exchange, Youngstein will travel to Buffalo for meetings there during the remainder of the week. Earlier, he had made a swing of the South, meeting with the Dallas, Atlanta and Charlotte, N. C., exchanges.

Newsreel Parade

THE bubbling political battle between Taft and Eisenhower, and the unveiling of the luxury liner United States *are current newsreel highlights. Other items include personalities in the news, the Will Rogers memorial and sports. Complete contents follow:*

MOVIETONE NEWS, No. 52—Liner *United States* welcomed. Eisenhower speaks in Texas. Gen. Ridgway visits Italian army. Gen. Alexander at Koje. Will Rogers memorial. Rowing. Kayaks battle rough water.

NEWS OF THE DAY, No. 286—Taft and Eisenhower in the political race. Liner *United States* reaches New York. Ballet in Koje. Will Rogers Memorial. Parade of towers in Italy. Regatta. Rodeo.

PARAMOUNT NEWS, No. 89—Pedal pushers compete for Olympic berths. Church built in a day in Santa Rosa, Cal. Politics: all roads lead to Chicago. Superliner *United States* in New York.

TELENEWS DIGEST, No. 26-A—Eisenhower visits birthplace. Taft visits Maryland. Sen. Bridges in mediator role. Philip Murray on steel. Liner *United States*. Sweden hails fliers. Marble champ.

UNIVERSAL NEWS, No. 572—Superliner *United States* in debut. Shriners in Florida. Will Rogers memorial. Fast building of church in Santa Rosa, Cal. Premiere of "World in His Arms."

WARNER PATHE NEWS, No. 91—Taft vs. Eisenhower. Indo-China raid. Superliner *United States* in New York. Will Rogers memorial. Tennis. Yale beats Harvard in crew classic. Car marathon.

Disney Arrives for 'Robin' Premiere

Walt Disney arrived here from the Coast last night for the opening of his "Story of Robin Hood" at the Criterion tomorrow. He will leave here with his family for England next Tuesday to begin production on the all-live-action film "When Knighthood Was in Flower."

Top members of Disney's Eastern staff also arrived here from the Coast yesterday following conferences on "Peter Pan" and other product. Back are Leo F. Samuels, Irving H. Ludwig and Charles Levy from distribution; Frank Walkheim, Eastern general counsel; and Vincent Jefferds, Chester Feitel and Louis Lispi of the merchandise division.

Says 'Noon' Draws Top Percentages

HOLLYWOOD, June 24. — Exhibitor contracts for United Artists' "High Noon," produced by Stanley Kramer, involve the highest top percentages against big guarantees in the experience of George J. Schaefer, Kramer's New York sales chief, according to a statement issued by Schaefer yesterday.

Schaefer said that the first 1,000 contracts already have been closed. The picture starts with a 10-week guarantee at New York's Mayfair, followed by four-week runs at the Boyd, Philadelphia; and United Artists, San Francisco, in addition to two-week minimum bookings at the Denver and Esquire, Denver; and the Warners, Milwaukee.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"HOW BIG IS 'IVANHOE'?"

"SEEING IS BELIEVING" PREDICTION!

When theatre men representing 10,000 houses selected "IVANHOE" as the No. 1 attraction at M-G-M's "Seeing Is Believing" meeting, the news spread like wild-fire through the industry.

The trade press has unanimously acclaimed "IVANHOE". The reviews predict a goldmine.

The good judgment of exhibitors and trade press has been richly confirmed.

See the answer to "How BIG is 'IVANHOE'?" in the column to the right.

WORLD PREMIERE CONFIRMATION!

"IVANHOE" has SMASHED A 23-YEAR RECORD in its London World Premiere and that's BIG in any language anywhere! Money talks whether it's in yen, pounds or dollars.

While it was expected to be a natural draw there, it takes a picture with big muscles to SMASH A 23-YEAR RECORD.

This is electrifying news indeed for M-G-M, which poured a fortune into "IVANHOE". It is added reason for all exhibitors to attend one of the 92 Theatre Trade Shows. See for yourself the stature, the thrill, the Technicolor beauty of this Giant Film of our Generation.



M-G-M presents Sir Walter Scott's Famed Novel "IVANHOE" starring ROBERT TAYLOR ELIZABETH TAYLOR • JOAN FONTAINE • GEORGE SANDERS • EMLYN WILLIAMS Color by Technicolor • Screen Play by Noel Langley • Adaptation by AEneas MacKenzie • Directed by Richard Thorpe • Produced by Pandro S. Berman

More and more you'll hear this:

"NEVER A SHOW LIKE 'IVANHOE'!"

Anti-Tax Plan

(*Continued from page* 1)

groundwork for the campaign to win elimination of the Federal admissions tax have produced a plan of attack which is subject to ratification by the Council of Motion Picture Organizations' governing triumvirate when it convenes again here on July 8.

The plan would assign to one or more industry representatives in each Congressional area responsibility for bringing their particular Congressmen into sympathy with the industry's point of view on the tax. The industry's point of view is that the 20 per cent levy is discriminatory, inequitable and representative, to many theatres, of the difference between profit and loss in operations, and therefore should be repealed.

Allied States Association and Theatre Owners of America have provided the COMPO tax committee, headed by Col. H. A. Cole of Texas and Pat McGee of Denver, with the names of members in various states who are singularly well equipped to maintain contact with Congressmen from those states. The lists as well as the plan will be submitted on July 7 to the COMPO governing trio—Al Lichtman, Trueman Rembusch and Samuel Pinanski.

All candidates for 1953-54 Congressional office, during which the industry expects to win appeal, will be asked to state where they sand on the admissions tax question. Candidates opposed to the tax who are elected will be urged continuously to work actively for its elimination.

Allied Units

(*Continued from page* 1)

time" campaign in September and renewed efforts to secure repeal of the Federal admissions tax were initiated by the Allied Theatre Owners of Indiana at its June board meeting in Indianapolis. The unit will query all nominees for the U. S. Senate and House in the state regarding their stand on the admissions tax between now and the November elections, Trueman Rembusch, ATOI president, said.

In Biloxi, Miss., the Mississippi Theatre Owners Association, jubilant over the recent reduction in that state's admission tax, laid the groundwork for a fight against the Federal levy at its annual convention, now in session there.

Skouras Here

(*Continued from page* 1)

and set plans for equipping Wesco houses with the 20th-Fox theatre color television system.

Meanwhile, it was learned that 20th-Fox representatives are continuing their negotiations with the government in order to take advantage of the tax free provisions regarding the exchange of stock necessary at divorcement. It is still hoped that Treasury Department approval will be obtained before Saturday—the target date for divorcement.

'U' Profit

(*Continued from page* 1)

are preliminary and subject to verification by independent auditors and to year-end adjustments, the company noted.

Review

"Holiday for Sinners"

(*Metro-Goldwyn-Mayer*)

A DRAMA of love and irony is spun out against the background of Mardi Gras time in New Orleans in "Holiday for Sinners." The screenplay by A. I. Bezzerides, based on a novel by Hamilton Basso, starts with the promise of rewarding dramatic entertainment, but regrettably, as it develops it loses conviction. Nonetheless it still rates as interesting entertainment. The customers also will be struck by a forceful performance by Keenan Wynn.

The story revolves around three men who were brought up together but drifted along different paths. Now all are immersed in a sense of frustration. There is Gig Young, a doctor, torn between his loyalty to his sweetheart, Janice Rule, and a desire to escape the routine of his work by adventuring off to India as a research scientist.

The second figure is Richard Anderson, a young Catholic priest who is torn between a rushing impulse to help his parishioners and the calm discipline of the Church. The third figure is Wynn, an almost-blind ex-prize fighter rapidly losing his mental balance.

The story carefully develops its three-way aspects and then merges at a point where Wynn is believed to have killed an underworld figure. Wynn becomes the quarry of retaliation-bent thugs and the police. The underworld reaches the innocent Wynn first and snuffs out his life. Through his death Anderson and Young rediscover themselves and their place in the community.

Gerald Mayer directed and John Houseman produced.

Running time, 72 minutes. General audience classification. Release date, July 25.

MANDEL HERBSTMAN

Lift Ban on Color TV

(*Continued from page* 1)

"Nothing in this order shall be deemed to prohibit the manufacture of color television equipment for use on a closed circuit, or color television equipment of a type not used in or designed for use in home-type receivers."

Thus, theatre TV equipment for color reception is specifically permitted, providing, of course, that the manufacturers can get the necessary materials.

The order says NPA will approve production of home color TV only in exceptional cases, where a manufacturer can show that: he has made a substantial investment in research and development or other preparations to make color TV products; there will be no diversion from defense activities of electronic technicians, design engineers and certain other highly-skilled workers, as a result of the firm's engaging in color TV set production; government contracts for production of electronics are on schedule, or, if behind schedule, that the delay is not due to a shortage of technicians or engineers he will not refuse any government contract or subcontract because of his proposed manufacture of color TV receivers; and he will need no additional allotments of controlled materials to produce the proposed color TV products.

NPA said permission to produce color sets must specifically be obtained from the government, and that permission would be revoked should the producer refuse to accept a defense contract or subcontract because of his color TV activities or should he hire more skilled technicians.

While the materials situation is not as critical now as it was in November, the shortage of electronic engineers and technicians has become more acute, NPA said. It added, however, that the color TV order was the only NPA order controlling end product production and that it was being removed on this basis.

Paramount subsidiary Chromatic Television Laboratories was one of the leading opponents of the ban on color TV set production, claiming it was blocking it from going ahead with large-scale production of sets with its Lawrence tri-color tube. NPA officials said they did not know what shape the company was in for meeting the restrictions laid down in the new order.

In announcing the new order today, NPA administrator Henry Fowler said the old order had been "justifiably" criticized as discriminating against companies devoted exclusively to developing color TV and as interfering with the entry of new firms and new developments in the television industry. The new order, he stated, eliminates these objections, but still affords protection against all-out production of color TV sets that could hinder defense production by drawing engineers away from urgent military projects.

Fowler said it was expected that few producers would be able to qualify for permission to make home color TV sets. He pointed out that industry representatives had said that most manufacturers are engaged heavily in defense work and that they felt broadcasters are not disposed or prepared to offer color TV programs. Under these conditions, Fowler stated, he does not anticipate that many of the manufacturers presently making TV receivers will apply for permission to produce color sets at this time. Any applications that are filed will be carefully investigated and approved "for a specific, limited period of time," he emphasized.

'Opens the Way' for Chromatic: Raibourn

The National Production Authority's order modifying the ban on color television was said to "open the way" for Chromatic Laboratories by Paul Raibourn, Paramount Pictures vice-president. Chromatic Laboratories, which has developed the tri-color tube, is 50 per cent-owned by Paramount.

Raibourn, explaining that he had not read the NPA order as yet, said "at this point" it is hard to say what effect it will have.

Meanwhile, the Columbia Broadcasting System here confirmed Washington reports that the order would have no effect on present home television operations. The network's manufacturing subsidiary, it was explained, has a stockpile of defense work and will be unable to manufacture color TV sets. CBS, however, pledged to further the development of non-broadcasting phases of color TV such as theatre television.

Mull Plan

(*Continued from page* 1)

Tepeyac and San Angel Inn—will form operating companies that will regulate production dates, space and other production conditions; each company will organize distribution for pictures in Mexico; the Government will balance production to attain equilibrium between output and demand; this system will not effect picture labor's interests; financing exhibitors will be eliminated in favor of general financing for the whole trade, to be handled by the industry's own bank, the semi-official Banco Nacional Cinematografico, S. A., or by private banks and other credit institutions.

Studio companies will be mercantile enterprises of mixed capital, half each provided by the studios and those producers who use the studios most. Producers will pay the studios through the companies. The studios will deposit these payments in the Bank. Distributor outlet personnel the companies organize will serve at cost so as not to reduce producers' profits. Distribution in the U. S. and elsewhere abroad will be through existing channels. Program sponsors say this system will greatly improve distribution at home and abroad.

Will Control Production

The Government will control production, through the National Cinematographic Board, the studios and the Picture Production Workers Union (STPC). They will determine just how many pictures can be conveniently made yearly. This control will not apply to pictures produced entirely with private capital as the marketing of these films will be through existing channels. The studios, knowing just how many pictures will be made annually, will hire unionized staffs for this service thereby assuring these workers equity. The program sponsors estimate that the cost per picture under their plan will be $69,300, with recovery of capital in Mexico in 18 months. While they consider 80 to 90 pictures yearly ample for Mexico and export, the overall program calls for an annual output of 96.

The Ministry of the Interior, the top Government department, is considering the request by some producers that the Bank immediately provide $2,890,000 to finance picture production. Other producers oppose the plan, on the ground that it is too much like a Government subsidy. Besides, they argue, that financing would only make 12 pictures and would therefore leave much lacking to the industry's rehabilitation.

WB Group Rehearses

The Warner Brothers choral group, under the leadership of conductor Wolfgang Schanzer, will hold an "open rehearsal" in the Warner club rooms today at the home office.

Commons Approves New BBC License

LONDON, June 24.—The House of Commons has approved the new British Broadcasting Corp.'s license, empowering it to continue for the next 10 years.

Commons, however, forbade commercial advertising by BBC, but held the door open to sponsored television broadcasting ultimately. In its authorization, the Commons also withdrew BBC's exclusive right to television broadcasts in this country.

The bill, which was approved 302 to 267, was utilized by members of the Labor Party as an opportunity for a bitter attack on sponsorship. Labor opposition characterized sponsors as "unscrupulous vultures debasing traditional methods which have given Britain the world's best broadcasting system."

'Kong' TV Campaign Set for All Branches

RKO Radio's success in using TV to promote "King Kong" in the Indianapolis, Detroit, Cleveland, Cincinnati and Pittsburgh exchange areas has led to the decision to use the same campaign throughout the country, Robert Mochrie, vice-president and general sales manager, reports. The "King Kong" dual at the RKO Palace in Cincinnati, for example, is doing an estimated $22,000 a week, double the biggest gross of this house in many months.

In mid-July the picture will open in the exchange areas of Boston, New Haven, Albany, Buffalo, Washington, and Philadelphia in the East, and Los Angeles, San Francisco, Portland and Seattle in the West. It is scheduled for New York in mid-August.

To Honor Past RTMA Directors

WASHINGTON, June 24. — Past directors of the Radio-Television Manufacturers Association will be honored at a dinner tomorrow evening, during the forthcoming 28th annual RTMA convention at the Palmer House, Chicago.

RTMA also for the first time this year will designate honorary directors who will have all of the privileges of active directors except that of voting. The convention opened yesterday and will continue through Thursday.

Delay House TV Program Hearing

WASHINGTON, June 24.—A House commerce subcommittee investigating radio and television program content has put off until Thursday the appearance of television industry witnesses.

The industry officials were scheduled originally to testify tomorrow and Thursday. However, the House itself is meeting early tomorrow, so the committee hearings were postponed.

Little Neck Leased

A long-term lease for the Little Neck Theatre, Little Neck, L. I., has been procured by Robert Seltzer from the Northern Amusement Co. The deal was negotiated by theatrical realtors Berk and Krumgold.

Television--Radio

Comment and Opinion

THAT giant Hope-Crosby telethon is history now and the Olympics Committee has its more than $1,000,000 in pledges and contributions to show for it, but the Crosby debut on television is still the talk of two industries. Looking surprisingly young, and completely relaxed, Bing proved that his magnetic personality has lost none of its appeal and comes across on big and small screens alike.

Bob Hope deserves the major share of the credit for putting over the 14½-hour Olympics Telethon which was carried by both NBC and CBS. Dorothy Lamour gave valuable support. Among those who had their introduction to TV that night were Phil Harris, who did himself proud with two numbers, and Louella Parsons, who appeared to suffer from a bad case of mike-fright.

While the entertainers outdid themselves, the production end fell down badly, possibly because of a lack of rehearsal. The talent had to work from a regular radio studio microphone on the stage of the El Capitan theatre in Hollywood. At times the pace was very slow and those who waited for songs from Bing were disappointed. He did only one full number—his first on TV—and that was "Million Dollar Baby."

☆ ☆ ☆

Local New York film producers have sounded a warning that this city faces a loss of $2,000,000,000 in TV film production to Hollywood unless adequate studio facilities are constructed. Spokesmen for the producers, in urging action on the New York Department of Commerce, point out that from 80 to 85 per cent of all TV shows are likely to be on film within the next five years and that New York is badly lacking in facilities to meet this demand.

☆ ☆ ☆

The inventive spirit, the man with imagination and vision, is a comparatively rare commodity and NBC is fortunate to have such a personality in dynamic Sylvester L. (Pat) Weaver, Jr., its vice-president in charge of the television network, who last week was named vice-president also of the NBC radio network. The move, according to NBC president Joseph H. McConnell, will benefit the NBC radio listeners, who will gain access to outstanding television personalities and attractions, and at the same time will serve to coordinate entertainment and information programs on both radio and TV. If NBC is out to rejuvenate radio, it couldn't have picked a better man than Weaver for the job. He is one of the youngest executives in TV. In 1939, when only 31, he was advertising manager for American Tobacco. He came to NBC in 1949, from Young & Rubicam, where he was in charge of radio and TV. A Navy veteran with radio experience dating back to the early thirties, Weaver has brought to TV a number of major new programming concepts, including the "Show of Shows," the rotational use of outstanding stars on top comedy programs, and "Today," the early morning news show.



Sylvester Weaver

☆ ☆ ☆

Something new in quiz shows, "I've Got a Secret" on CBS-TV, made its debut last week and the program holds considerable promise. With Gary Moore as a very capable m.c., the panel consisted of Melville Cooper, Orson Bean, Laura Z. Hobson and Louise Albritton. Everyone obviously had a lot of fun joining in the parlor game. The idea of introducing Moore's wife as one of the people with a problem was a nice touch. Moore has a very agreeable personality. He should be used more on TV.

☆ ☆ ☆

Since *Life* magazine has taken over as producer on the Gulf Oil-sponsored "We the People" on NBC-TV, the show has ranked among the best in bringing the current political picture to the viewers. Last week "We the People" told the story of Senator Taft in what must have struck some as a very unobjective but at the same time very thorough and competent manner. The TV cameras gave the audience their first glimpse of the Chicago amphitheatre.

☆ ☆ ☆

"Curtain Call," first of the Worthington Miner half-hour dramatic series on NBC-TV last week lacked the touch of the master. . . . Robert W. Sarnoff appointed head of NBC's new film division. . . . Frank White, lately of Mutual, named vice-president and general manager of the NBC radio and TV networks.

FRED HIFT

NY Censor Limits Up To Courts: Goldstein

The limits of prior censorship of films in New York State will be settled in the courts, State Attorney General Nathaniel Goldstein has informed Ephraim London, the attorney who successfully argued "The Miracle" case in the U. S. Supreme Court.

In response to a letter from London, Goldstein said that in view of the "La Ronde" banning from New York screens on the grounds of "immorality" he was not in a position to render an opinion as requested by the attorney. London sought a ruling from Goldstein limiting prior censorship to the issues of "obscenity" and "indecency" in the light of the "Miracle" and "Pinky" decisions of the U. S. Supreme Court.

The "La Ronde" court ruling in New York, which is in the process of being appealed, upholds the right to ban a film on the grounds of "immorality." It came subsequent to London's letter seeking clarification from Goldstein.

UP-Movietone Plans Convention Service

Plans for extensive coverage next month of the Republican and Democratic national conventions in Chicago were disclosed here yesterday by United Press-Movietone News, the joint television news service.

To head up its key editorial team, Fox Movietone said that Louis Tetunic, of New York, film editor Arthur Lincer of the Washington Bureau, and chief cutter Fred Ahrens of New York, would all be on hand in Chicago.

Showers in K.C. A Mixed Blessing

KANSAS CITY, Mo., June 24.—A windy rainstorm here Saturday night was a mixed blessing, with marooned persons flocking to downtown theatres while other theatres had to close down because of power failures caused by the storm. The shower, in addition, kept many people away from neighborhood theatres.

By Sunday, most everything was normal, with attendance good in most theatres. "King Kong" remained the standout attraction in this area.

Bill Elliott to Aid 'Jimmy Fund' Drive

BOSTON, June 24. — Western star (Wild) Bill Elliott will accompany "Jimmy Fund" Drive group which will visit exhibitors in three Northern New England states for the Children's Cancer Research Foundation, the Variety Club of New England Tent No. 23 disclosed here today.

The tour of Maine, New Hampshire and Vermont will take place the week of July 4th.

Set Olney Shows for RKO's White Plains

Mrs. Julian Olney's 1952-53 series of stage attractions will be presented at RKO Keith's Theatre, White Plains, starting in October, William W. Howard, RKO Theatres vice-president, announced yesterday.

The Vital Spark

Ever since the early days of the business of motion pictures, exhibitors have been accustomed to know that product worth the selling is worth the telling in unmistakable fashion in their trade paper.

That feeling has not changed. In these realistic times, it is more pronounced than ever.

His trade paper, through the many services it renders, has become an integral part of the daily business life of the exhibitor. Its advertising pages have come to reflect to him the product situation.

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

The vital spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold."*

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it soon enough; (2) Make it effectively proclaim the box-office values of the picture; (3) Publish a sufficient continuity of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling—*to* the exhibitor and consequently *through* the exhibitor. Its cost is dimes that bring dollars—for the producer, the distributor *and* the exhibitor. It is the vital spark for the power that produces greatest results!

UP-TO-DATE

Check List

of recent or forthcoming releases featured in advertising* in *MOTION PICTURE DAILY*

(alphabetically by title)

Title	Distributor
ABOUT FACE (2 Pages)	Warner
BRAVE WARRIOR (2 Pages)	Columbia
CAPTAIN BLACK JACK	Classic
CARRIE	Paramount
FEARLESS FAGAN	MGM
GOBS AND GALS (2 Pages)	Republic
THE HALF-BREED (2 Pages)	RKO
HAS ANYBODY SEEN MY GAL (2 Pages)	Universal
I DREAM OF JEANIE (2 Pages)	Republic
JUMPING JACKS	Paramount
KING KONG (2 Pages)	RKO
LADY IN THE IRON MASK	20th-Fox
LOVELY TO LOOK AT	MGM
LYDIA BAILEY	20th-Fox
PAT AND MIKE	MGM
PAULA	Columbia
PICKWICK PAPERS	Renown
THE PRIDE OF ST. LOUIS	20th-Fox
THE QUIET MAN	Republic
RED BALL EXPRESS (3 Pages)	Universal
THE RIVER (3 Pages)	UA
SALLY AND SAINT ANNE	Universal
SKIRTS AHOY! (2 Pages)	MGM
WALK EAST ON BEACON	Columbia
WASHINGTON STORY	MGM
THE WILD HEART (2 Pages)	RKO
THE WINNING TEAM (5 Pages)	Warner
THE WORLD IN HIS ARMS (2 Pages)	Universal

*Pictures featured in *M. P. Daily* advertising during past 6 weeks.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 124 NEW YORK, U. S. A., THURSDAY, JUNE 26, 1952 TEN CENTS

Sees Eidophor Installations Within A Year

Talks Between 20th-Fox And GE at Closing Stage

By MURRAY HOROWITZ

Picture on page 6.

The initial mass-produced units of 20th Century-Fox's Eidophor CBS color theatre television system are expected to be ready for installation in theatres within a year, Earl I. Sponable, 20th-Fox research director, disclosed here yesterday.

Sponable, on hand for the first public demonstration of Eidophor at the company's home office, said negotiations for mass production were now at a closing stage with General Electric, the company which will manufacture the units for 20th-Fox.

20th-Fox president Spyros P. Skouras said that although the price of the equipment has not as yet been fixed, 20th-Fox would meet competitive prices for color theatre TV systems.

Skouras, asked when he expected

(*Continued on page 6*)

Color in Eidophor Very Impressive, 'Daily' Critic Finds

A milestone in color theatre television was passed yesterday when for the first time 20th Century-Fox's Swiss Eidophor system was revealed to the public.

The half-hour show at the company's "Little Theatre" at the home office was extraordinarily impressive, approaching the color finish of such processes as Technicolor. Eidophor

(*Continued on page 6*)

Para. TV Heads to Confer on Chromatic

Top Paramount television executives will confer later this week to map plans for Chromatic Television Laboratories, an affiliate of Paramount Pictures, it was learned here yesterday.

The meeting was touched off by the order of the National Production Authority modifying its color TV ban. Paul Raibourn, Paramount vice-president, said he is awaiting the arrival

(*Continued on page 6*)

Advance Sell-outs Feature Robinson-Maxim Title Bout

Advance sell-outs in at least 10 situations long before fight time featured last night's exclusive theatre telecast of the Robinson-Maxim light heavyweight title bout, televised from New York's Yankee Stadium to 39 theatres in 25 cities. Maxim won by a TKO in the 14th round.

In addition to the reported sell-outs, many other theatres reported heavy ticket sales, according to initial reports.

Those theatres which sold out include the Pilgrim, Boston; Stanley Philadelphia; St. James, Asbury Park; Stanley, Camden; Palm State, Michigan, Detroit; Tivoli, Marbro

(*Continued on page 7*)

20th Sales Meet Opens Here Today

Under the chairmanship of director of distribution Al Lichtman, a two-day 20th Century-Fox sales meeting convenes here today with the company's seven division managers, Chicago, Boston, and New Haven branch managers, and home office sales executives attendng.

The merchandising session was called to introduce the Eidophor large-screen color television system to the managers, and as an advance planning board for pictures to be released during the second half of this year.

The Eidophor demonstration for the

(*Continued on page 3*)

Govt.'s 'Little 3' Suit to Be Tried

Federal Judges Coxe, Goddard and Hand yesterday denied in U. S. District Court here the motions by the New York law firm of Phillips, Nizer, Benjamin & Krim for dismissal of the Department of Justice's action to amend the "Little Three" decree to prohibit joint officers, board members or agents between United Artists and Universal.

The jurists' opinion was that the action should proceed to a hearing on the merits.

"While we think the vague, general

(*Continued on page 6*)

Omaha Theatres Get Tax Valuation Cut

OMAHA, June 25.—Assessed valuation on all except three of the film theaters in Omaha, Neb., have been reduced by amounts ranging from 10 to 50 per cent.

Lewis C. Sholes, chairman of the tax appraisal board, said the valuations were cut after operators presented their books to show that business had fallen off. A theatre's value is tied to the attendance, Scholes said, because it is a specialized type of building which cannot be put to other uses.

Three Omaha theatres were not lowered because they are being leased

(*Continued on page 6*)

Must Wait Year on Installation Work

WASHINGTON, June 25.—The National Production Authority ruled today that a theatre or other project must be at least a year old before the owner can take advantage of the special allowance of materials for installation work.

Under an NPA order providing minimum allotments of steel, copper and aluminum for maintenance, repair and operating work, there is a special allowance for new installation work. This allowance is 10 per cent of the quarterly MRO quota, or

(*Continued on page 6*)

Add Ten New Cities To Bell TV Net

Ten new cities will be added to the Bell System's television network by July 7, allowing 99 per cent of the nation's television sets to receive "live" coverage of the Republican and Democratic national Conventions from Chicago, the American Telephone and Telegraph Co. disclosed here yesterday.

New cities to be added to the network for the first time are Miami, New Orleans, Dallas, Fort Worth,

(*Continued on page 7*)

Bordonaro Appeals Damages Award

BUFFALO, June 25.—Notice of appeal has been filed in Federal Court here by Bordonaro Brothers Theatres, Inc., of Olean, which was recently awarded $22,500 in treble damages in the $161,952 suit against Paramount Pictures, RKO Radio and Warner Brothers Circuit Management Corp. Bordonaro Corp., which operates the Palace Theatre in Olean, will appeal to the U.S. Court of Appeals in New York.

Senate Group Votes Probe Of Industry

Small Business Unit Will Mull Exhibitor Problems

WASHINGTON, June 25. — The Senate Small Business Committee, at a closed-door session this afternoon, voted to go ahead with a full-fledged investigation of the motion picture industry.

The investigation will center on the "evils besetting the independent motion picture exhibitor," a committee official said. He indicated that much attention would be devoted to the question of whether the Paramount case consent decrees have actually benefitted theatre owners.

Committee counsel Gillis W. Long had conducted a preliminary investigation of the industry and prepared a report on his findings. This report was given the committee at its meeting today, and according to Long, "the committee felt the preliminary

(*Continued on page 6*)

Met. Must File New, Shorter Complaint

Taking exception to the "characterizations, lectures and unnecessary evidence" contained in the 51-page anti-trust suit complaint filed by Metropolitan Theatre Company, Providence, Federal Judge Samuel H. Kaufman yesterday struck out the document in U. S. District Court here.

The suit, asking $8,500,000 triple damages, named 42 defendants, including eight distributors and affiliated and unaffiliated theatre circuits. The plaintiff operates the Metropolitan Theatre in Providence.

House Votes to End Theatre Wage Curbs

WASHINGTON, June 25.—The House voted today to end wage and salary controls over theatres and probably over production - distribution workers as well.

The vote came on an amendment to legislation extending the Defense Production Act. The House later voted to end all wage-price controls July 31, but this will probably be reversed later.

Personal Mention

WILLIAM ZIMMERMAN, RKO Radio counsel, left here for Toronto last night by plane.

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LEONARD LEVY, associated with Herman M. Levy, Theatre Owners of America general counsel, in law practice in New Haven, has been elected national committeeman of the Connecticut Young Republicans.

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LEE KOKEN, RKO Theatres vending head, was in San Francisco this week on his cross-country vacation with his wife. They are expected back in New York July 8.

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HENRY L. NATHANSON, president of M-G-M Pictures of Canada, and TED GOULD, general sales manager, returned to Toronto yesterday after two days in New York.

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LOUIS WEINTRAUB, Pavelle Laboratories sales promotion manager, was elected historian of the Advertising Men's Post 209 of the American Legion here.

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O. H. OKUN, owner of Biltmore Theatres, Toronto, will leave here today for Europe aboard the *S.S. Liberte*, accompanied by MRS. OKUN.

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FRANK M. SINATRA, manager of the Strand, the Walter Reade house in Perth Amboy, N. J., has resigned to enlist in the U. S. Air Force.

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JAMES MYERS, Monogram-Allied Artists branch manager in San Francisco, is undergoing surgery in St. Luke's Hospital there.

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SOL SACHS, RKO Radio branch manager from Dallas, now in New York, will return there tomorrow.

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HERMAN ROSEN of the Royal Amusement Co. has returned to Honolulu from San Francisco.

C. C. Deardourf Dies, Veteran Publicist

CLEVELAND, June 25. — Charles C. Deardourf, 74, MGM publicity representative for 29 years until his retirement two years ago on account of poor health, died Tuesday at his home here.

Funeral services will be held Thursday at Daniels Funeral Home. Burial will be in his home town, Greenville, Ohio. His wife, Ina, survives.

Mrs. Arthur C. Bromberg

ATLANTA, June 25.—Mrs. Arthur C. Bromberg, wife of the president of Monogram Southern Exchanges, died today at a local hospital.

Dual W.B. Bow on B'way.

Two Warner pictures will open on Broadway today—"Where's Charley?" at the Radio City Music Hall and "3 for Bedroom C" at the Astor. The Santa Fe R. R. yesterday took display advertising space in the N. Y. *News*, *Mirror*, *Times* and *Herald-Tribune* to call attention to the latter picture.

Pinanski Bids Theatremen Join Fight on 20% Tax

BOSTON, June 25.—Stating that every individual in the motion picture industry must be made to realize the great harm resulting from the government's 20 per cent admissions tax, Samuel Pinanski, Theatre Owners of America representative on the Council of Motion Picture Organizations' ruling triumvirate, disclosed plans for a series of meetings with theatre owners to discuss with them the part they can play in bringing the fight for the elimination of the tax to a successful conclusion.

Pinanski declared the film industry should be accorded the same privileges as other types of entertainment which do not have the 20 per cent tax, noting that this extra burden was the cause of most of the recent theatre closings in the country. He pointed out that the closing of a theatre means the loss of employment to many people.

Pinanski said his meetings with other theatre owners would get under way shortly.

Food Chain Buys Loew's Bronx House

The Boston Road Theatre in the Bronx, formerly operated by Loew's, Inc., has been sold to the Emerald Retail Grocers Association. The buyers paid cash above a purchase money mortgage of $40,000 for the property which is assessed at $160,000.

The building will be used as a wholesale grocery warehouse and retail outlet.

Form International Actors Federation

LONDON, June 25.—The International Federation of Actors was formed here at a conference of actors' delegates from 12 European countries, representing more than 40,000 stage and screen personalities.

Actors' unions and organizations all over the world will be invited to join the new federation, it was announced. First president is Jean Darcante, actor and producer, who also operates a theatre in Paris.

Name Twig Acting WB Boston Manager

BOSTON, June 25.—William Twig, assistant branch manager for Warner's here, has been named acting branch manager by Jules Lapidus, Eastern and Canadian Division sales manager.

Twig takes over his new duties from George W. Horan, Boston branch manager, who has been granted a three-months leave of absence.

Consky, Ritza Elected

TORONTO, June 25.—At an executive meeting of the Motion Picture Theatres Association of Ontario, Lou Consky, owner of the Molou Theatre, Haliburton, and Larry Ritza, of the O'Brien Theatre, Renfrew, were elected to the board of directors. They succeeded Lou Rosefield of Hamilton, no longer in the theatre business, and W. S. McLaughlin of Esnapola, who is ill.

Theatre Closings Bring Bad 'Press'

DES MOINES, June 25.—A rash of misleading and injurious publicity based on theatre closings in the Midwest has been running in newspapers in the region for the past several weeks inducing Iowa-Nebraska and Mid-Central Allied to cite it as a reason for exhibitor support of the press seminar to be sponsored by the organization here next Sept. 5.

The publicity, the Allied units point out, does "nothing to create better public attitudes toward the multitude of operating theatres." The stories, it was pointed out, encourage and increase public apathy toward motion pictures and frequently fail to emphasize new theatres and drive-ins being opened and the many theatres continuing their operations uninterrupted even in the summer months.

It is just such topics, the organizations remind, that will be up for discussion when exhibitors meet with newspaper editors and publishers of the region next September.

'World' Junket in Fairbanks Today

Land Air Force Base, FAIRBANKS, Alaska, June 25.—The group of Hollywood personalities and American correspondents on the press junket to Alaska will arrive here tomorrow for a showing of "The World in His Arms" to service men quartered here.

The trip will terminate Sunday when the party will return to Anchorage and depart from there to Seattle for the return voyage to their various cities.

UA Sets Three for August Release

United Artists will release three films in August, "Island of Desire," "Park Row" and "Cry the Beloved Country," distribution vice-president William J. Heineman reports.

"Island of Desire," produced by David E. Rose, will be released first, on August 4. Samuel Fuller's "Park Row" will follow on August 12, and the Zoltan Korda production will bow on August 22.

Appoint Stanisch

LOUISVILLE, June 25.—A. W. Stanisch, formerly city manager of Chakeres Theatres' Burley and Shelby theatres, Shelbyville, Ky., has been appointed managing director of the Switow Amusement Co.'s first-run Kentucky Theatre here. Stanisch was replaced at Shelbyville by Harold Faught.

Maryland Censors To Defy Ruling

Baltimore, June 25.—Maryland's board of motion picture censors has decided to defy the State attorney general's ruling reducing its authority to questions of indency and obscenity. Sydney R. Traub, chairman of the board, announced that until the courts rule further, the board will continue to function under the Maryland censorship law, which gives it much broader powers.

28 Take Booths For TOA Meeting

Twenty-eight equipment manufacturers and confectionery and beverage companies who have already contracted to exhibit at the 1952 annual convention and trade show of the Theatre Owners of America, Sept. 14-18, at the Shoreham Hotel, Washington, were listed here by Howard L. Bryant, TOA service co-ordinator in charge of booth sales. The 28 follow:

Ballantyne Corp., R. & S. Theatre Supply, American Seating, National Theatre Supply, Theatre Seat Service, Mohawk Carpet, C. S. Ashcraft Co., Westinghouse Electric, Romar Vide Co., Supurdisplay, Manley, Inc., F. & F. Laboratories, Quaker City Chocolate, Mason. Au & Magenheimer, Nestle Co., Dairy Maid, Arden Candy, Switzer's Licorice, Hershey Chocolate, Peter Paul, New England Confectionery Co., Coca-Cola, Pepsi-Cola, Charles E. Hires, Mission Dry, Orange Crush, Rex Specialty Bag Corp. and Levin Associates.

Decision Reserved In G. & P. Action

CLEVELAND, June 25.—Federal Judge Emerich B. Freed has reserved decision in the G. & P. triple-damage anti-trust suit, filed on March 16, 1949, against Co-operative Theatres of Ohio, headed by Milton A. Mooney, and Loew's, Universal, Warner, and Columbia. The plaintiff charges that the Regent Theatre was favored with product over its Moreland Theatre, and consequently it suffered damages.

The suit has special significance inasmuch as it is the first one filed in this area linking distributors with a co-operative buying-booking service.

Carpenter to Film 6 for Royal West

HOLLYWOOD, June 25.—Royal West Prods., headed by Alex and Richard Gordon, has signed Johnny Carpenter to produce and star in a series of six Western films to be known as "The Fighting Marshal" series.

Alex Gordon, who will act as executive producer for the series, with Carpenter furnishing his own stories and screenplays, will also put into immediate production two other series.

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Retroactive Deals With ASCAP Set; Talk New Pact Soon

Virtually all major companies now have signed the agreement reached several months ago for payment of film music performance royalties for the two-year period following entry of the Ascap Federal consent decree prohibiting Ascap from collecting the royalties directly from theatres.

Officials of the Society declined to disclose terms of the agreement but industry sources said it would aggregate about $1,500,000 for the two-year period. Ascap formerly collected about $1,200,000 annually from theatres, but this included a 25 per cent collection charge, now eliminated. It was reported that the three largest music-using companies, Warner, M-G-M and Paramount, paid about five-eighths of the total royalties, with the remainder apportioned among the other companies.

Negotiations are scheduled to open soon on licensing arrangements between Ascap and the companies for the future, although little progress is expected to be made during the summer months. It was previously agreed that the royalty for films of the licensed companies which may be used on television will be at the same one-time rate for each exhibition as that prevailing for use of non-film music on TV.

Meanwhile, some factions in Ascap are in favor of divestiture of licensing of film music rights by the Society, believing that more revenue could be obtained through individual performance licensing by publishers or other copyright owners.

Under the terms of the Ascap decree, the Department of Justice, also, is free now to apply to the court for decree amendments which it believes to be desirable, including divestiture of Ascap's licensing right for use of music in films.

20th-Fox Sales Meet

(*Continued from page* 1)

men this afternoon, will be preceded by a review of distribution policies conducted by Lichtman; W. C. Gehring, executive assistant general sales manager, and assistant sales managers Edwin W. Aaron and Arthur Silverstone. Tomorrow's discussions will center around long-range plans on upcoming product.

Attending the sessions from the field are division managers Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Empire State; Tom McCleaster, Central; Moe Levy, Mid-West; Glenn Norris, Atlantic; and Peter Myers, Canadian. Also present are Paul Wilson, assistant Southern division manager, and Buck Stoner, assistant Western division manager.

Also, branch managers Tom Gilliam, Chicago; Jim Connolly, Boston; and Ben Simon, New Haven, whose exchanges are under the direct supervision of the home office. From the home office are: Lem Jones, Frank Carroll, Morris Caplan, Jack Bloom, Peter Levathes, Clarence Hill and Roger Ferri.

Crescent Closes

LOUISVILLE, June 25.—The Crescent Theatre here has closed for the summer.

Reviews

"Where's Charley?"

(*Warner Brothers*)

"WHERE'S CHARLEY?" has made the transition from stage to screen with virtually no basic plot change en route. This of course will be cheering news to the multitudes who saw the successful Broadway play during its long run.

The screenplay trips a light fantastic from beginning to end and is loaded with songs, dances and production numbers. Color by Technicolor tops it off. Throughout the picture there are touches and fragments as fine as one has seen on the screen in a long time. It goes without saying that the picture will have a strong popular appeal but this does not overlook the fact that there is much in the picture that is routine and reiterative.

Ray Bolger who starred in the Broadway play has the lead in this screen version and he plays it to the hilt, communicating an inimitable warmth and charm. The picture also marks the film debut of 70-year Horace Cooper, a member of the original cast, who has enjoyed a half-century of stage acting. In a word, his performance can be described as exhilarating.

Filmed at Oxford University, the story relates how students Bolger and Robert Shackleton invite their girl friends Allyn McLerie and Mary Germaine to their room, expecting to be chaperoned by Charley's aunt from Brazil. It happens that the aunt has been detained, and since the story takes place in the prim and proper last century, Bolger himself decides to masquerade as the aunt. The charade deepens into farcical complications when the girls' ward, Cooper, and Shackleton's father, H. Marion Crawford, both make a play for the masquerading Bolger, thinking him the rich Brazilian aunt. And the merry whirligig spins faster and more furiously when the real aunt arrives on the scene. The complications run their featherweight course until they are finally and happily resolved.

One of the highlights of the picture, a most memorable one, takes place when Bolger, to cover his ignorance of Brazil, goes into a winged description of the country. The result is a production number of unusual delight and imagination.

There are close to a dozen songs in the picture and all on a beguiling level. Some of them are "Where's Charley?," "My Darling," "Once in Love With Amy," "Lovelier Than Ever," "Serenade With Asides," and "Make a Miracle."

David Butler directed with a light and fluid touch from the screenplay by John Monks, Jr.

Running time, 97 minutes. General audience classification. Release date, August 30.

MANDEL HERBSTMAN

"Cripple Creek"

(*Columbia*)

ALL THE elements of a reliable outdoor action drama have been put into this Resolute Picture which Columbia is distributing. It has good action, standard suspense and is pleasingly photographed in color by Technicolor.

The picture is set in the latter stretch of the last century and stars George Montgomery. He plays a secret service agent who is assigned with two other men to investigate the hijacking of gold ore which the country, in a state of depression, needs badly. He and his partners worm themselves into the confidence of the ringleader, who runs a gambling house and hotel in "Cripple Creek." Montgomery soons finds that the hijacked ore is being delivered to an underground smelting plant, where the molten gold is being poured into lead ingots and shipped to China. With his aides, he rounds up the culprits who also include a treacherous sheriff and government assayer.

All this adventure is accompanied by plenty of shooting, hard riding and some of the best fisticuffs seen in a Western in a long time. There is little romantic interest since Karin Booth, playing the female lead, turns out to be the wife of the ringleader. The picture moves along at a good pace and the story is easy to follow for the youngest of actions fans.

Montgomery does a solid job as the hero while Jerome Courtland and Richard Egan, play brothers who as Secret Service men, help Montgomery in his investigations. Ray Nazarro directed from the screenplay by Richard Schayer; Edward Small produced. Running time, 78 minutes. General audience classification. For July release.

Held Participates in 'My Gal' Promotions

John Held, Jr., "flapper" era cartoonist and illustrator, has joined in Universal-International's promotional campaign on "Has Anybody Seen My Gal," Technicolor comedy dealing with the "flapperish 1920's," the company announced here this week. He is in process of selecting five girls of today who best typify the 1952 edition of his "flapper girl," and these will tour key cities for radio, television and newspaper interviews. Already selected are Betti Pearson and Holly Brooke.

Charles Simonelli, eastern advertising-publicity manager, has published a 34-page manual of ideas for exploiting the picture.

Laffmovie in 10th Anniversary July 4

Laffmovie, 42nd Street house, will celebrate its 10th anniversary on July 4 with a special program of the funniest films played at the theatre during its ten years' operation.

Records of audience reaction to more than 10,000 comic presentations were screened to find 11 that were selected for the anniversary program.

Correction

MOTION PICTURE DAILY yesterday reported incorrectly that "Wild" Bill Elliott's Maine-New Hampshire-Vermont tour to aid the "Jimmy" Fund would start July 4. The correct date is July 14.

30 Days More for Loew's-UATC Split

Washington, June 25.—A Justice Department official said a 30-day extension had definitely been agreed on in the deadline for Loew's and United Artists Theatre Circuit to dissolve certain joint interests. This would give the companies until July 23 to file a dissolution plan or until July 30 to actually start dissolution proceedings. The extension is being filed in the New York court tomorrow.

Solon Lauds Stars' Civic Contributions

WASHINGTON, June 25.—Senator Hubert Humphrey (D., Minn.) has stated it would be "unjust and a misrepresentation of the facts" if the American public were led to believe that "because of the dereliction of the few, the majority in the movie industry were anything but good and worthy citizens."

Humphrey made the statement in a letter of thanks and appreciation written to 22 radio and screen stars who voluntarily appeared in radio programs sponsored by the Office of Price Stabilization.

Hollywood and the film industry have been under heavy attack in recent years from a number of people in public life and from Congressional committees, Humphrey said. "To be sure," he stated, "there are and have been some in Hollywood in the great motion-picture industry who have merited criticism and exposure. However, the number of such individuals is limited. The movie industry and its artists, technicians and producers have again and again served their country unselfishly, patriotically and loyally."

The participation in the OPS program, Humphrey said, "is further evidence of the cooperation which is so readily given to the Government by the motion picture industry and its artists. I, for one, know that through these programs, along with the service to our defense-bond drives, entertainment of our troops in military theatres, you have helped to strengthen the fabric of American democracy." The letter was inserted by Humphrey in the Congressional Record.

May Dividends $114,000

WASHINGTON, June 25.—Motion picture industry cash dividend payments in May were $114,000, compared with $211,000 in May of 1951, the Commerce Department reported.

Department officials said the entire drop was due to the fact that Consolidated Amusement Co. is paying this year in June a dividend paid last year in May. Total for the first five months of 1952 is $9,901,000 as against $10,392,000 for the like period last year.

Col. Men Win N.Y. Trip

LONDON, June 25.—E. J. Bryson, Columbia Pictures sales manager here, and A. P. Rose, manager of Columbia's Newcastle branch, winners of the recent Joseph McConville testimonial sales drive in Great Britain, will visit New York as guests of the company.



RAY BOLGER

IN

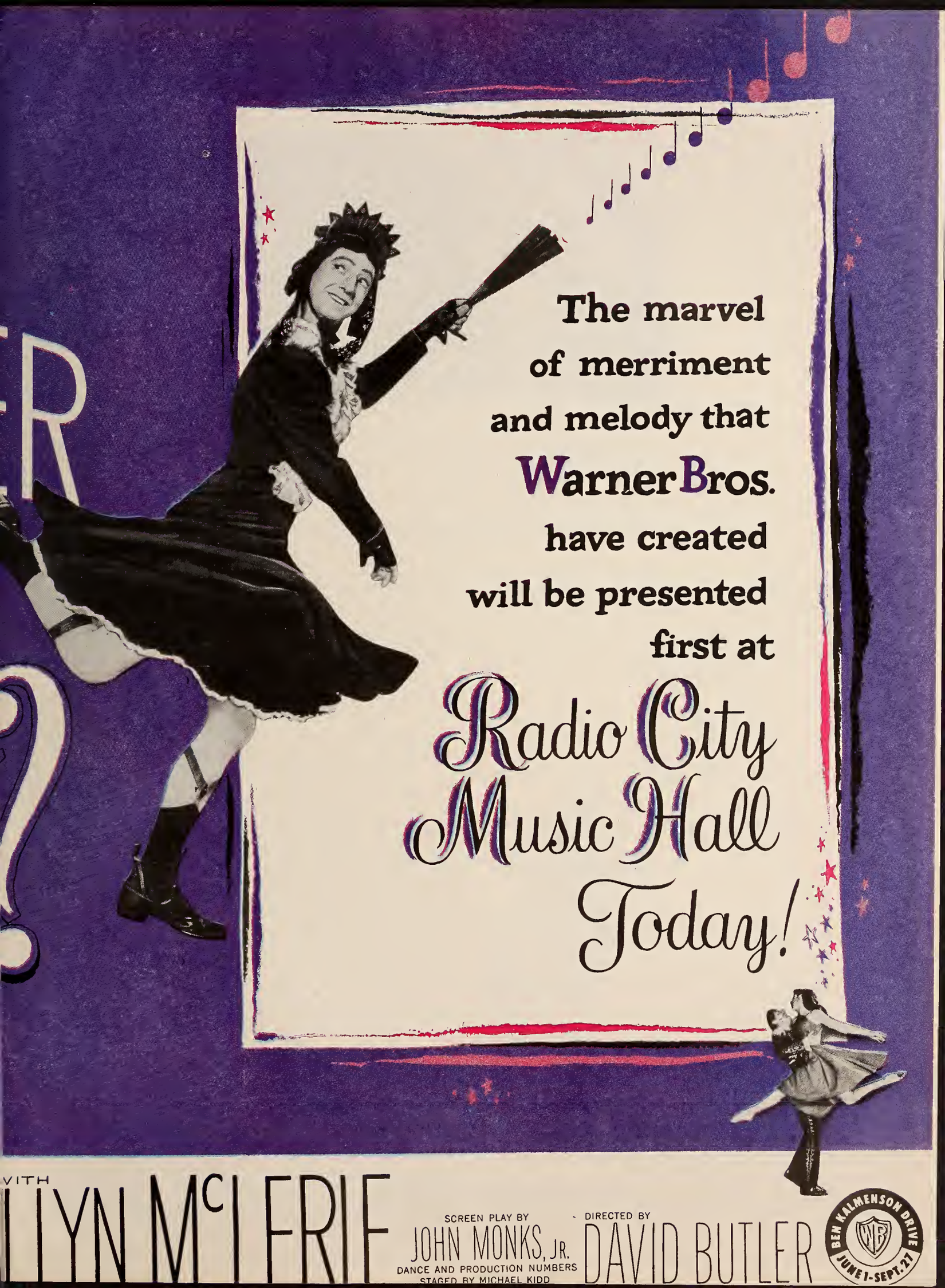
Where's Charley





COLOR BY TECHNICOLOR

It's even happier than the play—with the stars and songs of the play!


The marvel
of merriment
and melody that
WarnerBros.
have created
will be presented
first at
Radio City
Music Hall
Today!
VITH
LYN McLERIE
SCREEN PLAY BY
JOHN MONKS, JR.
DANCE AND PRODUCTION NUMBERS
STAGED BY MICHAEL KIDD
DIRECTED BY
DAVID BUTLER
BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

Senate Probe

(*Continued from page* 1)

investigation had turned up enough to warrant a full-fledged inquiry."

Long said the investigation "could and probably will mean public hearings," but said that with elections coming up in the fall, it was highly uncertain just when these hearings might be held.

Committee investigator William D. Amis was assigned to work on the investigation with Long. Long said he and Amis would start their investigation with an inquiry into the situation on the West Coast "because of all the work the theatre owners there have put in." The committee received from the Southern California Theatres Owners Association a copy of SCTOA's exhaustive brief on the current ills of West Coast exhibitors.

Long said he and Amis would probably go to California for on-the-spot work sometime in the middle of July. Other areas from which the committee has received complaints and which will be investigated are Chicago, Omaha, New York and Atlanta, Long stated.

The Justice Department has already been contacted and has promised to turn over all complaints it has received from exhibitors, the committee official declared. He said the committee had been assured of the "full cooperation of the Justice Department."

Chromatic Plans

(*Continued from page* 1)

of Richard Hodgson, Paramount and Chromatic TV executive, now in Oakland, Calif., where the Chromatic plant is located. Hodgson is expected here later in the week.

Chromatic has developed the Lawrence tri-color tube, which is adaptable for both black-and-white and color TV.

Makes It 'Difficult'

Raibourn said the recent NPA order makes it "pretty difficult" to manufacture color TV sets for home use. He added that the order is about "the most effective way" of not changing the color TV situation without a governmental body ruling on what end product a manufacturer could produce.

Raibourn felt, however, that Chromatic was one of the few companies which could meet the restrictions imposed by the government. He said that a clearer picture of Chromatic's role would be defined with the arrival of Hodgson.

Although it is known that the tri-color tube can be adopted for theatre television, on which there is comparatively few restrictions now, Raibourn refused to comment on such use. He also relegated to the field of "speculation" at this point, the possibility that Paramount's TV station on the West Coast, KTLA, might inaugurate color telecasts.

Tax Valuation Cut

(*Continued from page* 1)

by the theatre operator and the owner's income is unhurt by falling business. Valuations of drive-in theatres in the city also were left unchanged.

Reductions of 10 per cent were given the least-hurt theatres. Others were cut more in proportion to declines in their business. Two theatre buildings that are standing idle were cut by 50 per cent.

AT EIDOPHOR DEMONSTRATION



FIRST press demonstration of 20th Century-Fox's new large-screen color television system at the company's home office yesterday found Earl Sponable (left), research director for 20th-Fox, and Spyros P. Skouras, president, checking the equipment used at the showing. Additional demonstrations for exhibitors, technicians and others will be held during the next several days.

Skouras on Eidophor Plans

(*Continued from page* 1)

the first theatre installations and the initial Eidophor shows, said within a year or a year-and-a-half. He explained that there would be no attempt to put on Eidophor telecasts until a large number of theatres were equipped with the color theatre TV system, making it economically feasible.

Bought 2 Years Ago

The unveiling of the Swiss system, bought two-years ago by 20th-Fox which added the CBS color processes to it, came just a day following the lifting of the government ban on color theatre TV.

Commenting on the government's action, Sponable said "it was the logical thing" for the National Production Authority to do. He foresaw no complications at this time in procuring the necessary material for the production of Eidophor.

With the utilization of Eidophor, Skouras predicted, the theatre will once again become "the Mecca of the entertainment world."

The 20th-Fox president, however, emphasized that the motion picture will always be the basic entertainment of the theatre program. "But in addition," added Skouras, "through large screen live television, theatres will be able to offer to the public entertainment all in color, including big Broadway productions, famous orchestras, musical comedies, well-known concert artists and popular entertainers."

Heralding "a new era of prosperity for the motion picture industry," Skouras explained that entertainment now available only to a privileged few will be made available through Eidophor for theatre patrons in small and large communities throughout America.

In addition, Skouras said, Eidophor will provide through the circuits of theatres it will link together, an emergency means of communication available for public services in times of emergency.

In a 20th-Fox statement outlining the prospectus of the new medium, no large-scale increase in admissions was forecast for theatres which utilize Eidophor. The company predicted that audiences in Eidophor-equipped theatres would pay admissions not greater or only slightly exceeding present admissions.

Eidophor shows were also seen as ending the need for supplemental "live" attractions and "eliminating" the problem of double features.

Similar to Music Hall Shows

As now planned, Eidphor will be launched with a show built up for telecast in the same manner as stage shows are presented at the Music Hall and Roxy Theatres today. Just as these shows are played in the theatre three or four times a day, they will be telecast for the exclusive theatre reception and used by each theatre according to its individual policy, whether this calls for two, three or four shows a day.

Regional telecasts are planned which would make it possible to appeal to regional interests, it was added.

Eidophor can be installed in theatres, 20th-Fox claimed, with only minor changes in the projection booth. The statement also emphasized the simplicity of operation.

The Eidophor projector is very much like a standard motion picture projector, being approximately the same size, weight and shape, the statement explained. It uses the same type of light source—the carbon arc. It has the same type of electrical panels for the sound controls as are now commonly used, plus, similar panels for the picture channels. Any screen size and throw distance now used in theatres, it was added, can be duplicated by Eidophor.

Critic Calls

(*Continued from page* 1)

compares more than favorably with all theatre color processes.

During the 30-minute demonstration, hues of every color, varying from pastel shades to rich tones were telecast on the regular 16-ft. by 24-ft screen from the theatre's booth. The coloring was exciting in its fidelity and definition. Facial hues, too, were remarkable for their reality.

Registered Immediacy

The half-hour demonstration consisted of variety acts, a boxing match, and a dramatic sketch. Telecasting it in Eidophor color registered an immediacy that black-and-white does not have, especially the short boxing exhibition.

For good reason, 20th-Fox president Spyros P. Skouras had to caution the audience following the demonstration that a live show was seen telecast from the Fox-Movietone studios a few blocks away. Many people, he added, during private demonstrations thought what they had seen was on film.

Skouras classified the demonstration as a laboratory test, and the medium not as yet perfected. However, yesterday's demonstration, if it could be duplicated at this point over line facilities, would please most educated theatre audiences who are accustomed to films in color.

The 30-minute show was emceed by Kyle McDonnell. Other personalities and acts were Georgie Tapps, Jay Marshall, Mary Ray and Naldi, the Beatrice Kraft troupe and Anthony Ross and Joan Chandler.

M. Horowitz

Installation Work

(*Continued from page* 1)

$1,000, whichever is greater. The MRO quota is the amount of materials actually used for maintenance, repair and operating work in the average 1950 quarter.

Had Been Vague

Until now, the regulation has been vague as to how soon the installation allowance may be used after a new building has been completed. For example, there was the question of whether a drive-in, which got by under the construction control order by installing a central speaker rather than in-car speakers, could, a few days after the theatre is completed, take advantage of the MRO installation allowance to install in-car speakers. An amendment to the regulation issued today makes it clear that a project must be completed at least a year before the installation allowance can be used.

'Little 3' Suit

(*Continued from page* 1)

(government) allegations about conspiracy are very unsatisfactory as pleadings," they stated in their opinion, "we are aware of the fact that less weight has been given to the importance of pleadings under new Federal laws. There are general allegations of conspiracy based on the relation of Phillips, Nizer, Benjamin & Krim to the production and distribution businesses and the particular allegation that Robert Benjamin is a director of Universal and also an officer of United Artists, and there is also the allegation that UA purchased Eagle Lion Films, Inc.

TV and Radio
—with Pinky Herman

IF and when about nine additional stations can be cleared, "Space Cadet" will switch from ABC-TV to NBT . . . plans are to slot it in the "Kukla, Fran & Ollie" 7:15 p.m. across-the-board with Burr Tillstrom's Kuklapolitan players taking a half-hour spot on Sundays. . . . Ken Banghart commutes weekly to Olney, Md., where he produces summer stock . . . he's serious about bringing a play to Broadway next season, said play titled, "Comin' Thru The Rye.". . . Ken has the courage to learn about production the hard way . . . he's using his own do-re-mi. . . . If "Gilia" the recent Lux Video Theatre production is a criterion, you may look for a quick ascent by a young writer named Hamilton Benz. . . .

• •

A mystery-Dramatic series, "Assignment Man-Hunt," produced by Julian Claman and directed by Charles Hobin will summer-replace the "Hit Parade," for 9 weeks NBC commencing July 5 . . . half-hour package is owned by Talent Artists, Ltd. . . . Howcome major waxeries are overlooking Gloria Warner's vibrant vocalisthenics? The thrush is W.W.'s discovery and slightly terrif. . . . Mutual friends are rooting for two nice kids to re-match. . . . Nanette Fabray and Dave Tebet. . . . Max Liebman, whose programs have been voted NBTops in almost every poll, will by-line an article in *Esquire* this Fall . . . subject will be "Opera On TV.". . .

• •

The new half-hour Goodson-Todman package, "Two For The Money," emceed by Fred Allen, will NBTee off about end of August every Tues. at 10 p.m. . . . Mel Torme, CBS-TVelvet fog, opens tomorrow at La Vie en Rose. . . . Watch some smart sponsor grab WABD's "20 Questions" when and if Mennen doesn't renew next month . . . definitely a low-budget package with a high Hooper. . . . Aaron Steiner's former radio show, "Lawyer Q" is catching the eye of several agency biggies . . . the legal quiz program is a natural for TV. . . . Arthur Van Horn's ABComments on "I Cover The Story" are as timely as tomorrow's headlines. . . . Scaly Mattress Co. will pick up the tab when the new audience-participation program, "Balance The Budget," becomes a CBS-TVehicle this Fall . . . package is owned by Peter Arnell and Louis G. Cowan. . . .

• •

LOTSA DOTS . . . Amazing look-alike: producer Alex Leftwich and Maestro Don Voorhees . . . ditto sound-alike: President Truman and Gene Autry. . . . Ethel Thorsen, whose WABDelightful bit of chit chat Tuesdays is a treat on the ears and orbs, is readying a series for nite-time TV. . . . Comic Roger Price will broadcast the lighter side of the National Conventions for ABC. . . . Co-stars Arlene Francis and Bill Cullen, whose five minute Saturday CBSpot "It Happens Every Day," has been promoted to a six-days-a-week series, will be the regular panelists on a new CBS-TV quizzer, "Who's There?" which preems July 14.

Robinson-Maxim Title Bout

(*Continued from page* 1)

and Uptown, Chicago; and Lincoln, Washington.

Buffalo Exhibitors Learn How It's Done

BUFFALO, June 25.—Sam Yellen and Robert T. Murphy of the Century Theatre here, and George H. Mackenna of Basil's Lafayette, journeyed to the Warner Theatre in Erie Pa., tonight to see how theatre TV of a fight works. It is understood that big screen equipment has arrived for installation in the local Century at some future date.

Albany's Grand in Sell-out For Theatre TV of Fight

ALBANY, N. Y., June 25.—Manager Paul Wallen said at 9 P.M. that only a few tickets were unsold in the 1,525-seat Grand for the Robinson-Maxim telecast and that he would reach capacity by 10 o'clock. All seats were scaled at $2.98, tax included—the highest price yet charged here for a fight-cast.

Business in other downtown first-runs was only fair. Managers ascribed this to the blistering weather and possibly to opposition from the home televising of the Vejar bout.

Wallen reported sale of tickets to customers in points as distant as Syracuse, Utica, Norwich and Winsted, Conn. A box office sign read "no refunds." This presumably stopped demand for refunds due to postponment of the fight from Monday.

The Grand, which has two balconies, drew a turnaway audience for the Robinson-Turpin telecast and two-thirds of a house for the Sadler-Pep scrap. Both were sold at $2.

Only One of Three D. C. Houses Sells out for Fight

WASHINGTON, June 25.—Of the three theatres here showing the telecast of the Robinson-Maxim bout—the Lincoln, the Loew's Capitol, and the RKO Keith — only the Lincoln sold out.

Managers of the other two houses both reported their disappointment with the attendance, the Capitol drawing 2,500 to a 3,434-seat house, and the 1,800-seat Keith drawing 1,700 This was the first time three theatres had shown a theatre TV of a bout.

A spot check of other first-run and neighborhood houses found generally above-average business.

Near Sell-out at Minneapolis And St. Paul Houses

MINNEAPOLIS, June 25.—The Robinson-Maxim fight telecast drew a near capacity crowd at the 4,000-seat Minneapolis Radio City and 2,400-seat St. Paul Paramount at $2 plus tax per ticket.

Sternberg to Japan

HOLLYWOOD, June 25. — Josef von Sternberg will leave shortly for Japan to carry out independent production plans for a film in collaboration with his Japanese partners, N. Kawakita, Y. Osawa and I. Mori.

'Navajo' in Release

General distribution of the Hall Bartlett production, "Navajo," will begin this week, it was announced by Arthur Greenblatt, general sales manager for Lippert Pictures.

Chicago B. & K. Houses Sold Out For Robinson-Maxim Bout

CHICAGO, June 25.—Forty-five minutes before the starting bell three B. and K. theatres here with a total capacity of over 10,000 seats, the Tivoli, Marbro and Uptown, were sold out for the Robinson-Maxim large screen telecast, and the B. and K. Paramount, Hammond, Ind., was virtually sold out.

The 1,200-seat Essaness Crown, charging $3.60 as against $2.40 in the other theatres carrying the fight, had about 200 seats left, but seemed headed for a sellout. An amusing sidelight at the Tivoli, sold out since Thursday, were sidewalk scalpers, who had been offering tickets for $3 and up, dropping the price to the established $2.40 with the arrival of four Internal Revenue agents on the scene.

Legion Puts Italian Film in Class C

Recent Legion of Decency reports place one film in Class C (condemned), four in Class B, four in Class A-1 and 11 in Class A-II. The condemned film is "Behind Closed Shutters," (Italian) Lux Film Distributing Corp.

The four Class B films are: "She's Working Her Way Through College," Warner Brothers; "Nightmare in Red China," Lloyd Friedgem; "The Sky Is Red," (Italian) Realart Pictures, and "We're Not Married," 20th Century-Fox.

FCC Refuses RCA Bid on Color TV Test

Washington, June 25. — The Federal Communications Commission today turned down a request by RCA for permission to test its compatible color television system during regular broadcast hours. The Commission indicated it was sticking to its decision to allow only the CBS color system and that it would not permit tests of other systems during regular broadcast hours.

10 New Cities

(*Continued from page* 1)

Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle, making live telecasts available to 107 out of 108 stations in 65 cities throughout the country.

According to present plans, Denver, Fresno, Cal., and Portland, Ore., will also be hooked up for Convention coverage although there are no TV stations on the air in those cities. A. T. & T. said that television signals will be piped into theatres or hotels at these points where TV sets will be provided on a "closed-circuit" basis.

Fire Destroys Theatre

GLENWOOD, Ia., June 25.—Fire of unknown origin destroyed the Gem Theatre here with an estimated damage of $25,000. Owner is Byron Hopkins, Sidney, Ia.

ANSWER TO YOUR TECHNICAL PROBLEMS...



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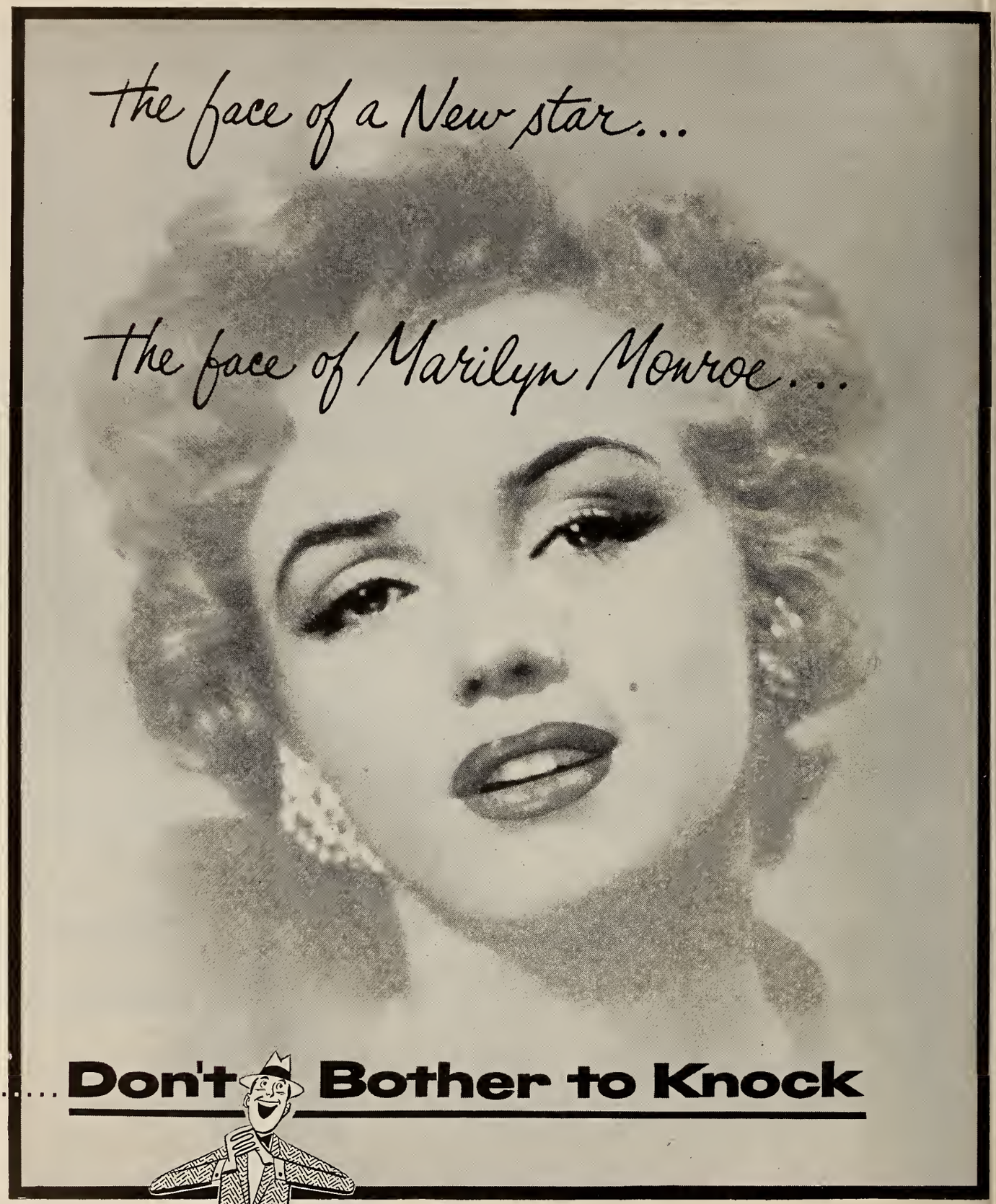
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 125 NEW YORK, U.S.A., FRIDAY, JUNE 27, 1952 TEN CENTS

See Theatres Getting 75% Of Tax Saved

25% of $300,000,000 Would Be Distributors'

Of the estimated $300,000,000 additional annual revenue to be realized if the industry wins repeal of the 20 per cent Federal admission tax, 75 per cent, or $225,000,000, would go to theatre operators, while the remaining 25 per cent, or $75,000,000, would be the distributors' share, according to calculations of exhibitor-distributor leaders.

The calculations admittedly are based on the economic condition of the industry at present and do not take into consideration possible variations in future attendance. Nor do they take into consideration the likelihood that a number of states and municipalities would be prepared to impose tax levies if and when the Federal excise is lifted.

It is believed, however, that no

(*Continued on page 2*)

'We Can Clean Up Programs,' Video Tells House Group

WASHINGTON, June 26.—Spokesmen for the television industry today urged Congress to let the industry do its own job of cleaning up radio and television program content.

They appeared before a House Commerce subcommittee investigating program standards. Today's witnesses were Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, and John E. Fetzer, chairman of the NARTB'S

(*Continued on page 7*)

List Top Films for FPC's Stockholders

TORONTO, June 26. — Accompanying payments of Famous Players Canadian Corp. regular quarterly dividend of 30 cents per share, just distributed to 4,430 Canadian stockholders, is a special message from J. J. Fitzgibbons, president and managing director, calling attention to the outstanding film attractions of all companies scheduled to play the circuit's theatres in the coming months.

The message also calls attention to

(*Continued on page 7*)

Loew's Empire U.K. Quota Defaults Stir Labor's Ire

By PETER BURNUP

LONDON, June 26.—An acrimonious debate flared in the House of Commons today after Peter Thorneycroft, president of the Board of Trade, had stated that it had been decided not to prosecute Loew's Empire Theatre here for defaulting the Film Quota Act.

Thorneycroft, replying to a question put to him by a Member, said that the decision had been made after full consideration and on the advice of the Films Council. It had been charged in Commons previously that the Empire had played only one British picture in more than a year.

Members of the Labor Opposition in Commons made an angry scene following Thorneycroft's reply. One member asked, how come the Films Council advised "this most flagrant violator of the Film Quota should not be prosecuted?" Didn't this show, he added, that the Council has complete contempt for the law?

Another Member alleged that Sam

(*Continued on page 7*)

FCC, Congressmen Will See Eidophor Here This Evening

Federal Communications Commission members and a delegation from the U. S. Senate and House of Representatives tonight will be the guests of 20th Century-Fox at a special demonstration here of the company's new large-screen color television system, Eidophor. A demonstration was held for the press for the first time on Wednesday.

Motion Picture Association of America officials, including Eric A. Johnston, Joyce O'Hara, Kenneth Clark and Edward Cooper, members of the Washington press corps and other notables also will be present at this evening's showing. Spyros P. Skouras, president of 20th-Fox, will be host at a reception following the Eidophor demonstration.

The FCC group will be headed by Commissioners Paul A. Walker, chairman; Robert T. Bartley, Rosel H. Hyde, Frieda B. Hennock, Robert F. Jones, George E. Sterling, and Robert Koteen. who is acting for Commissioner Ed. M. Webster, now in Europe.

Senator Charles W. Tobey of New

(*Continued on page 7*)

Fight Film Opens To Fine Business

The Maxim-Robinson championship fight pictures opened to excellent business at four Broadway theatres yesterday afternoon, and elsewhere in the East last night.

The 20-minute title bout film was flashed on the screens of the Globe, New Amsterdam, Trans-Lux 49th, and the New York at about 2 P.M. At the Globe, the house was virtually filled with impatient fight fans, many of them waiting since morning to view

(*Continued on page 6*)

Federal Officials Praise CD Theatre Telecast

The highly effective use of theatre television as a training medium was demonstrated yesterday when an estimated 30,000 policemen in 10 cities viewed the Civil Defense program emanating from Washington, D. C.

As seen at New York's Paramount Theatre, one of the 10 participating houses, the one-hour show which began at 10:00 A.M., before the doors were opened to the public, won the warm praise of the audience. In addition, one of the Civil Defense officials participating in the telecast told his audience that further use of the theatre TV medium is planned by that agency.

Following the telecast, Federal Civil Defense officials in Washington said

(*Continued on page 6*)

ABPC Profit for '51 Is $1,482,154

LONDON, June 26.—Associated British Pictures Corp., in which Warners hold an important interest, today reported a trading profit for the year ending March 31, last, of £2,340,775 ($6,554,170), compared with £2,504,275 for the previous year.

After all charges, net profit for the last fiscal year, as indicated by pre-

(*Continued on page 7*)

Telecast of Bout Grosses Big $200,000

Half of Theatres Sold Out, Others Near SRO

Total theatre grosses on Wednesday night's telecast of the Robinson-Maxim bout exceeded $200,000, it was estimated here yesterday, topping all previous grosses for such events.

The Robinson-Maxim bout, which was carried by 38 theatres in 25 cities, the largest TV circuit to date, did excellent box-office business, a summary of later reports showed. Of the 38 theatres, approximately half were sold out with the remainder filled from near capacity to two-thirds of capacity.

Other highlights of the event were that neighborhood theatres in New York and elsewhere reported very little or no drop in Wednesday night

(*Continued on page 6*)

Plans to Hook-Up Southwest, South To Theatre TV Net

Theatre television will soon be extended to important centers in the South and Southwest, linking every major U. S. market for commercial, non - entertainment, organizations, United Paramount Theatres disclosed in a brochure released yesterday.

The brochure, designed to interest potential customers in the new medium, highlighted the plans of UPT to equip theatres with large-screen TV in Houston, Dallas, New Orleans, Miami, and Salt Lake City.

(*Continued on page 6*)

Cin. Closings Give RKO Control Again

CINCINNATI, June 26.—The 2,000-seat Capitol and 1,500-seat Keith's theatres in the downtown business sector have closed for six weeks, leaving RKO again in control of the local situation and affecting, possibly, the product availability for neighborhood houses. The Shubert has been shuttered for some time. The Capitol and Shubert are operated under

(*Continued on page 2*)

Personal Mention

NAT LEVY, RKO Radio Eastern division sales manager, left here yesterday for Philadelphia.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, will arrive here from the Coast on Tuesday and will sail for Europe Thursday on the maiden voyage of the *S.S. United States.*

•

JOYCE BALLANTYNE, daughter of R. S. BALLANTYNE, head of the equipment firm bearing his name, was married last Saturday to JACK BRAND, vice-president of American Broadcasting Co.

•

BRIG. GEN. DAVID SARNOFF, RCA board chairman, was last night awarded the "Medal of Honor" by the Radio Television Manufacturers Association at RTMA's 28th annual convention in Chicago.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., and SIMON B. SIEGEL, comptroller, will be in Detroit Monday and Tuesday from New York.

•

MAX E. YOUNGSTEIN, United Artists vice-president, will return here tonight from visits to Boston and Buffalo.

•

MANNING (TIM) CLAGETT, Motion Picture Association of America press relations executive here, will go on vacation next week.

•

ARTHUR SOMMER, general manager of Brandt Theatres, and MRS. SOMMER yesterday became parents of their second son, born at Doctors Hospital.

•

BOB LYNCH, M-G-M Philadelphia district manager, has returned there from a visit to the home office.

•

HARRY MANDEL of RKO Theatres and MRS. MANDEL will celebrate their 28th wedding anniversary tomorrow.

Cinci. Closings

(*Continued from page* 1)

lease from RKO, which a few years ago gave up the houses under the Government consent decree.

This marks the first time locally that two first-run houses have gone dark during the summer. Greater Cincinnati Theatres, Inc. operates the Capitol and Shubert, and Southern Ohio Theatres, Inc., operates Keith's. Reason given for the closings was that on the basis of last summer's grossing record and the present apparent business trend, it is sounder operating policy to close temporarily.

Further possible impact of the closings, in terms of availabilities, is pointed up by the fact that drive-ins and suburban houses have been bidding for first runs. Twin Drive-In, the only outdoor theatre within the city limits, already has begun first-run negotiations, with its first such picture booked for next week.

State Dep't. Film Program Takes 34% Budget Cut

WASHINGTON, June 26.—The State Department's film program will get the heaviest cut of any section in the Overseas Information program under reductions which Congress is almost certain to approve for the entire International Information Administration.

This was revealed by Department officials. It was the first time they announced how the cut in the total IIA program would be broken down among the different sections.

The Administration had asked $133,272,914 for the entire program in the year starting July 1, but the House and the Senate appropriations committee voted only $86,575,000. The Senate passed the bill late today, increasing by almost $2,000,000 the funds for the program, but specifying that this increase should be used for educational exchange activities.

The House appropriations committee, the House, and the Senate appropriations committe had all voted to eliminate $4,658,000 requested by the Department for a new program of propaganda films to be produced in Asia, Africa and the Near East for local theatrical distribution. The House appropriations committee had, however, voted the full $10,600,000 asked by the film section for its regular documentary film program, but the House, and Senate appropriations committee, in reducing still further the total for the entire IIA program, made necessary an undetermined cut in this regular film budget, too.

Cut Is $7,000,000

Department officials told the Senate appropriations committee that the film section's budget would be cut to $7,000,000, a reduction of 34 per cent from the budget request and the largest reduction of any of the regular media programs. The Department said the total IIA reduction would be applied so as to cut the press service only 16.7 per cent, radio 27.2 per cent, information centers 22.6 per cent, and educational exchange 19.1 per cent.

The film program also took the biggest reduction as compared with funds available in the current year. The $7,000,000 would be 31.5 per cent below the current year appropriations. Radio funds would still be almost 10 per cent above the current year, while the other divisions would be cut only from 15 per cent to 23 per cent.

Dr. Wilson Compton, new IIA administrator, told the committee that he had been made "amply aware of the complaint that the privately provided motion pictures that are the most popular, or at least of the largest usage abroad, are films which do tend to misrepresent what we all regard as the prevailing tone and temper and meaning of American life."

Tax Fight

(*Continued from page* 1)

local taxes would threaten in areas where theatres have been hard hit economically; but the industry during its developing campaign against the Federal tax is expected to keep a watchful eye on the various localities with a view to thwarting attempts at taxing admissions.

While no one in exhibition or distribution yet feels free to estimate how much the industry may have to invest in the war on the Federal tax, some "guess" that if it cost $1,000,000 it would be money well spent.

When the Council of Motion Picture Organizations' governing triumvirate—Al Lichtman, Trueman Rembusch and Samuel Pinanski—meet here again on July 8 to chart the overall strategy of the campaign, the decision will be made with regard to the nature of the financing in which distribution sales forces will lend their efforts.

Would Apply Compo Plan

The major companies' sales managers have agreed to have their sales forces cooperate in soliciting contributions from exhibitors to help finance the campaign. Theatres are expected to be asked to contribute on the basis of their seating capacities, which means that the flat-rate COMPO financing plan adopted by the agency's board would be applied. Theatre contributions, under whatever assessment plan is applied, will be matched by distribution.

With most of exhibition intent on keeping admission prices at the tax-included level if and when repeal is achieved, increased prices naturally would result—although without the public's feeling the rise. This means that, all things being equal, grosses would rise. Since the distributor and the exhibitor share a theatre's gross, the "take" of both would rise under the increase so effected, it was explained.

George Jessel Will Leave 20th in Fall

HOLLYWOOD, June 26.—George Jessel reported here today that he plans this fall to end his 10-year association with 20th Century-Fox to enter the field of independent film-making. He says he also will be open to television on a "guest-shot" performance basis.

Shaffer Winner of First MGM Prize

The following winners of M-G-M's first $1,000 "Promotion Prize of the Month" contest picture, "Invitation," were announced here yesterday:

Willis E. Shaffer, city manager for Fox Theatres in Hutchinson, Kan., won the first prize of $500; Tony Masella, Loew's Poli-Palace, Meriden, Conn., second prize of $250 and the following five managers won $50 each: Sid Kleper, College Theatre, New Haven, Conn.; Manny Winston, Glove, Gloversville, N. Y.; Leland J. Thompson, State, Menomonie, Wis.; L. H. Louik, Post Theatre, Spokane, Wash.; and Leo Sidosky, Loew's Boulevard, Bronx, N. Y.

Disney's 'Robin' Off To Big $7,000 Start

The Criterion Theatre yesterday reported its best midweek opening business in many months with Walt Disney's "Story of Robin Hood" and an all-Disney supporting program. In the early evening a gross of $7,000 for the day was said to be virtually assured, despite the second day of New York City's record heat wave.

Wallman RKO Head In Europe, N. East

Carl-Gerhard Wallman has been oppointed RKO Radio general sales manager for Europe and the Near East, and has assumed his duties, Joseph Bellfort, general manager of the division, reports. Wallman, who succeeds Elias Lapinere, has been general manager for Scandinavia. Headquarters of the Europe-Near East division, embracing 14 countries, are in Paris.

Wallman is a veteran of the RKO foreign organization.

50 Attend Preview of New Col. Short

More than 50 persons, including representatives of the industry press, viewed a special preview of Columbia's new World of Sports short, "High Steppin' Trotters," yesterday at the monthly meeting of the Harness Writers Association at Toots Shor's restaurant here.

Among the sports personalities present were Lew Burton, of the *Journal-American,* who introduced the film, and Clem McCarthy, commentator. Harry Foster, producer-director of the short, was present also.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
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plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK • PAUL DOUGLAS
ROBERT RYAN • MARILYN MONROE
in CLASH BY NIGHT
in person LES PAUL and MARY FORD
JOEY • TOMMY • BISHOP EDWAROS • PEIRO BROTHERS
and RALPH MARTERIE ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

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MEET A NEW STAR "FEARLESS FAGAN"!

The public, eager for novelty on the screen, has registered solidly at every Preview its delight in M-G-M's new comedy "FEARLESS FAGAN."

The picture is based on the true story that appeared in Life Magazine and in the nation's press. A young G.I., drafted into the Army, having no place to leave his pet lion, takes him along to Camp with results that are unique and side-splittingly funny.

M-G-M plans to exploit this unusual attraction with high-powered showmanship and invites theatre men to give thought to their campaigns. A mutually profitable opportunity exists for happy and successful engagements.

★

M-G-M presents "FEARLESS FAGAN" • Janet Leigh • Carleton Carpenter • Keenan Wynn • and introducing Fearless Fagan (himself) • Screen Play by Charles Lederer • Adaptation by Frederick Hazlitt Brennan • Based On a Story by Sidney Franklin, Jr. and Eldon W. Griffiths • Directed by Stanley Donen Produced by Edwin H. Knopf



"KING K
OF T
BO

The Gold Rush is on in the Middle West . . . in HUNDREDS of theatres in five Exchange Areas, including houses like the Palm State, Detroit; Palace, Cleveland; Palace, Cincinnati; Warner, Pittsburgh, and Indiana, Indianapolis . . . as grosses are hitting undreamed-of highs . . . sometimes *double* and *triple* the business for the top "A" pictures of the past three years! . . . And theatre

ONG" IS KING
HE YEAR'S
KOFFICE!

owners are shouting "Hallelujah!"...Backed by the RKO brand of "go out and blow the roof off" kind of showmanship, "King Kong" is not only the 8th wonder of the world, but the miracle of miracles of show business!... There hasn't been anything like this since "Hitler's Children" and "Behind The Rising Sun"!... Get ready for the big-money bonanza in your own territory RIGHT NOW!

Re-released by
RKO RADIO PICTURES

The Showmanship Company

CD Telecast

(*Continued from page* 1)

that yesterday's test was the best so far, both technically and in terms of subject matter.

Telecast from the studios of WMAL-TV, the program was carried in the following theatres besides the Paramount: Loew's State, Boston; Warner's Stanley, Philadelphia; Stanley, Baltimore; Loew's Penn, Pittsburgh; Palace, Cleveland; Uptown, Chicago; Rivoli, Toledo; Warner, Milwaukee; and Palms State, Detroit.

One of the highlights of the telecast was the two-way communications between four theatres — Palms State, Loew's Penn, Uptown and Loew's State—and Civil Defense officials in the capitol.

The Civil Defense officials participating in the program included: Arthur E. Kimberling, acting director, police services division, Federal Civil Defense Administration; Philip D. Batson, acting special assistant, technical operations office, FCDA; Russell Pryor, manpower chief, police services division, FCDA; Dr. Milton C. Towner, director of the Federal Civil Defense national staff college at Washington, D. C. and John A. DeChant, director of FCDA's public affairs office.

Talks for Oriental

CHICAGO, June 26.—Pappas & Krinsley, of the Towne Theatre, Milwaukee, are negotiating for the Oriental Theatre here. The talks, which started last week, are still continuing. The Oriental, a first-run Loop house, closed a few weeks ago.

Robinson Bout Grosses

(*Continued from page* 1)

business, showing the non-competitive factor of theatre television for the industry as opposed to home television. This takes on added significance because on the same Wednesday evening the Chuck Davey-Chico Vejar welterweight bout was available on free home television in most major cities.

Concession business in most situations for the evening of the fight also was reported very good, to heavy.

The gross realized by the 38 participating theatres in the bout booked by Theatre Network Television was approximately half of the take at New York's Yankee Stadium, which grossed $421,696 for the match on an unexpectedly large attendance.

The network was reduced to 38 when, due to the postponement of the fight, long line facilities could not be procured for Comerford's Carleton Theatre, Providence, R. I. The management there had to make refunds on advance ticket sales for about three-fourths of the house's capacity.

The following are reports from the field:

Cleveland—An estimated total of 6,500 people saw the TV fight at the Palace and Hippodrome, with a complete sell-out at the 3,300-seat Palace and all but a few seats in the second balcony of the 3,500-seat Hippodrome sold.

Both houses closed after the last matinee, reopening at 6:45 P.M. for the feature and the fight, with tickets at $2.40, tax included for all seats. None were reserved.

During the 15-minute intermission before the fight at the Hippodrome, manager Jack Silverthorne introduced 14 members of the Maxim family who were his guests.

The Palace did a good trade between the feature and the fight selling popcorn, ice cream and soft drinks. The non-fight Downtown theatres, State, Allen, Ohio and Stillman all did better than average Wednesday night business on the strength of their own programs as there were no turnaways at either the Hippodrome or Palace. This was the first TV event at the Hippodrome and the sixth at the Palace. Crowds were very orderly and the projection excellent.

Detroit—The telecast of the Robinson-Maxim fight at three of Detroit's first-run houses proved highly successful and profitable.

The 4,000-seat Michigan, a United Detroit Theatre, was sold out the day before the fight. An estimated $9,000 gross was reported.

The 2,900-seat Palms, another UDT house, was also sold out. The gross was estimated at $6,500.

The 2,200-seat Eastown Theatre, operated by the Wisper and Wetsman circuit, drew a crowd of 1,700.

Admission for all theatres was $2.40 for unreserved guaranteed seats. Other first-runs not offering the fight did below average business for the night.

Boston—The Pilgrim Theatre here did capacity business, while the Loew's State had a near capacity house, which is 3,500 at an admission price of $3.60 in the loges and $2.50 for all other seats. The seating capacity of the Pilgrim, which charged $3.60 for orchestra seats and other seats $2.40, is 1,800.

Lynn, Mass.—The 2,500-seat Paramount Theatre reported that the house was at about 75 per cent of capacity, with admissions at $2.40.

Baltimore—The Stanley Downtown theatre, with 3,000 seats was filled to capacity while the State Theatre in East Baltimore with 2,000 seats was only two-thirds sold.

Both houses charged a straight $2.50 all over with no reserved seats. The picture was slightly fuzzy at both houses and managers reported that the picture was not nearly as sharp as the test pattern in the morning. Business at Downtown houses not offering the TV show reported average grosses. Neither better nor worse than any other week night.

Omaha—Two thousand fans were at the 3,000-seat Orpheum for the fight in theatre television debut here. Tri-States district manager William Miskell said the figure probably would have gone higher had the bout not been postponed from Monday. Other theatres reported at least normal business, with two indicating slightly larger houses for Wednesday night. The price was $2.40 for the bout and a large number of the audience were women.

Philadelphia — Warner's Stanley here was a complete sell-out for the fight telecast at a $3.25 scale, which included taxes. The Stanley sold 2,947 seats, plus 275 standing room admissions at the same price. The house attracted a typical fight crowd and because of the heat the theatre was opened early at 8:30 P.M.

Camden—Warner's Stanley here was a sell-out at a $3.25 scale. In addition to the 2,213 seats sold, there were 150 standees.

Chester—The box-office at Warner's Stanley here fell very short of expectations, with fewer than 700 in attendance at the 2,265-seater. The admissions were scaled at $3.25.

Year's Film Output Lasts TV 6 Weeks

Washington, June 26. — So vast is the amount of programs needed by television stations that the combined motion picture output in Hollywood in 1951, of 432 feature films, would run one TV station for no more than six weeks, John E. Fetzer, chairman of the National Association of Radio and Television Broadcasters' TV code review board, yesterday told the House Commerce subcommittee investigating program standards.

Fight Film

(*Continued from page* 1)

the bout. Others in the Globe audience, tired of waiting for the film, left before the fight film was received at the theatre, receiving passes allowing them to return later.

Forty-eight Loew's neighborhood houses carried the film later in the day.

Top business was registered despite the moderate action captured by the film, which included shots of the first, second, seventh, 10th and the climactic 13th rounds. Comic relief was supplied by referee Ruby Goldstein, the non-combatant who passed out from the heat before Sugar Ray. Of course the highlight of the battle is the utter exhaustion of the contender at the 13th round, at the finish of which Sugar Ray was unable to come up for the next round.

Joe Roberts supervised the film, while Larry Sherman edited and Bill Corwin narrated.

M. HOROWITZ

Theatre TV Plans

(*Continued from page* 1)

These installations, plus the planned equipping of a UPT house in Buffalo, would bring the number of cities with UPT TV-equipped houses to 15.

The selling theme outlined in the brochure is that theatre television is "a direct, personalized, simultaneous approach to selected national or regional audiences." It highlights its adaptation for the use in sales meetings, product showings, stockholders' meetings, group training and national conventions.

Close for Summer

ALBANY, June 26.—Two Mohawk Valley theatres, Clarence Dopp's Hollywood in Frankfort, and Michael Zala's Strand in Johnstown, have been closed for the summer.

NEW TRADE SHOW DATE
For
WARNER BROS.
THE STORY OF
WILL ROGERS
color by TECHNICOLOR
FORMERLY JULY 11th
NEW DATE:
JULY 16th
TIMES AND PLACES SAME AS PREVIOUSLY ANNOUNCED

GET YOUR SPECIAL TRAILERS FROM FILMACK
FOR THE BEST QUALITY & QUICK SERVICE
You can always rely on Filmack to put 'reel' Showmanship appeal in your Special Trailers.
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av

See Eidophor

(*Continued from page* 1)

Hampshire, and Congressmen James I. Dolliver, Richard W. Hoffman, Arthur G. Klein, Eugene J. Keough, and Charles Wolverton will be in the Congressional delegation.

Others from the Federal Communications Commission who were invited include William Boese, Jim Ballard, Jack Buckley, Earl Chapin, General Counsel Benedict Cottone, Ed Clinescaeles, Paul Dobin, Hyman Goldin, Jack Ochs, Wilmor Roberts, Virgil Simpson, Col. Edwin White, and Jack Werner. In addition, Haraden Pratt, Communications Policy Adviser to the President will attend.

Industry Leaders Witness Eidophor Demonstrations; More Showings Set

Top industry executives, exhibitors, and engineers yesterday witnessed demonstrations of the new Eidophor large-screen theatre color television system, presented at four showings at the home offices of 20th Century-Fox. Shown as part of the special series of live shows designed to acquaint the public with the potentialities of the color process, the Eidophor demonstrations will continue through next week.

Among the industry executives attending yesterday were Sid Blumenstock, Harry Brandt, Jack Cohn, Ralph Cohn, Tom Connors, Ned E. Depinet, Walt Disney, James R. Grainger, William J. Heineman, Arthur B. Krim, Paul Lazarus, Jr., Robert Mochrie, S. Barrett McCormick, Stewart McDonald, William A. Parker, Jerome Pickman, J. Robert Rubin, Charles Reagan, Paul Raibourn, Budd Rogers, Silas F. Seadler, Al Schwalberg, Gordon White and Mitchell Wolfson.

Television Clean-up

(*Continued from page* 1)

television code review board. Other NARTB witnesses are scheduled to testify tomorrow.

The industry stand was summarized by Fetzer when he said that it was his "firm conviction that the public, the Congress, and other regulatory authority should give the television code a chance to work." Both he and Fellows admitted there were problems to be met and solved, but argued that legislation was not the solution.

Aimed at Films

At one point, subcommittee chairman Harris said most criticisms were directed not at local stations but at network programs. Fellows replied that much of the criticism was aimed at films shown on TV, and pointed out that networks make the most use of film.

Fellows argued that no other mass media has as low a content of crime and mystery as television. He said he was sure television programs had less than the public probably wanted in this field.

Says People Can Choose

Rep. Klein (D., N.Y.) said he agreed with the witnesses that there were things to be corrected but that the industry itself should correct them. He reiterated statements he made at previous hearings that persons objecting to programs "can always turn them off."

In his statement, Fellows cited the Supreme Court's recent "Miracle" opinion, and pointed out that the definition of what is "offensive" varies from community to community. Harris admitted that this was an important factor. He pointed out that many programs originate in large cities, and that standards might be different there. Fellows replied the individual licensee could always refuse to use the network program.

List Top Films

(*Continued from page* 1)

the impending opening of FPC's new Paramount Theatre in Edmonton, completing the company's present program of new theatre construction. The new house will be managed by Walter Wilson, FPC 25-year veteran. Also scheduled for opening this summer is FPC's new drive-in near Moncton, N. B.

ABPC Profit

(*Continued from page* 1)

liminary figures, will be £529,341 ($1,482,154), against net profit in the previous year of £663,609.

ABPC also announced a final ordinary stock dividend for the year of 12½ per cent, which with previously paid interim dividends, makes a total of 20 per cent, equal to the dividend paid for the preceding year. The divident will aggregate £210,000.

Loew's Quota

(*Continued from page* 1)

Eckman, an American citizen, a member of the Films Council and also managing director of the company owning the Empire, was called on for advice. The Member claimed it was time the whole question of Quota prosecutions was examined.

Thus pressed, Thorneycroft pleaded that he had proceeded under legislation passed by the Socialist government. This provoked Socialist leader Herbert Morison to protest that Thorneycroft was evading the issue. "Surely, you are responsbile for answering the factual allegation that this gentleman (Eckman) who has broken the law, is retained as advisor on how breaches of the law shall be dealt with," Morison said.

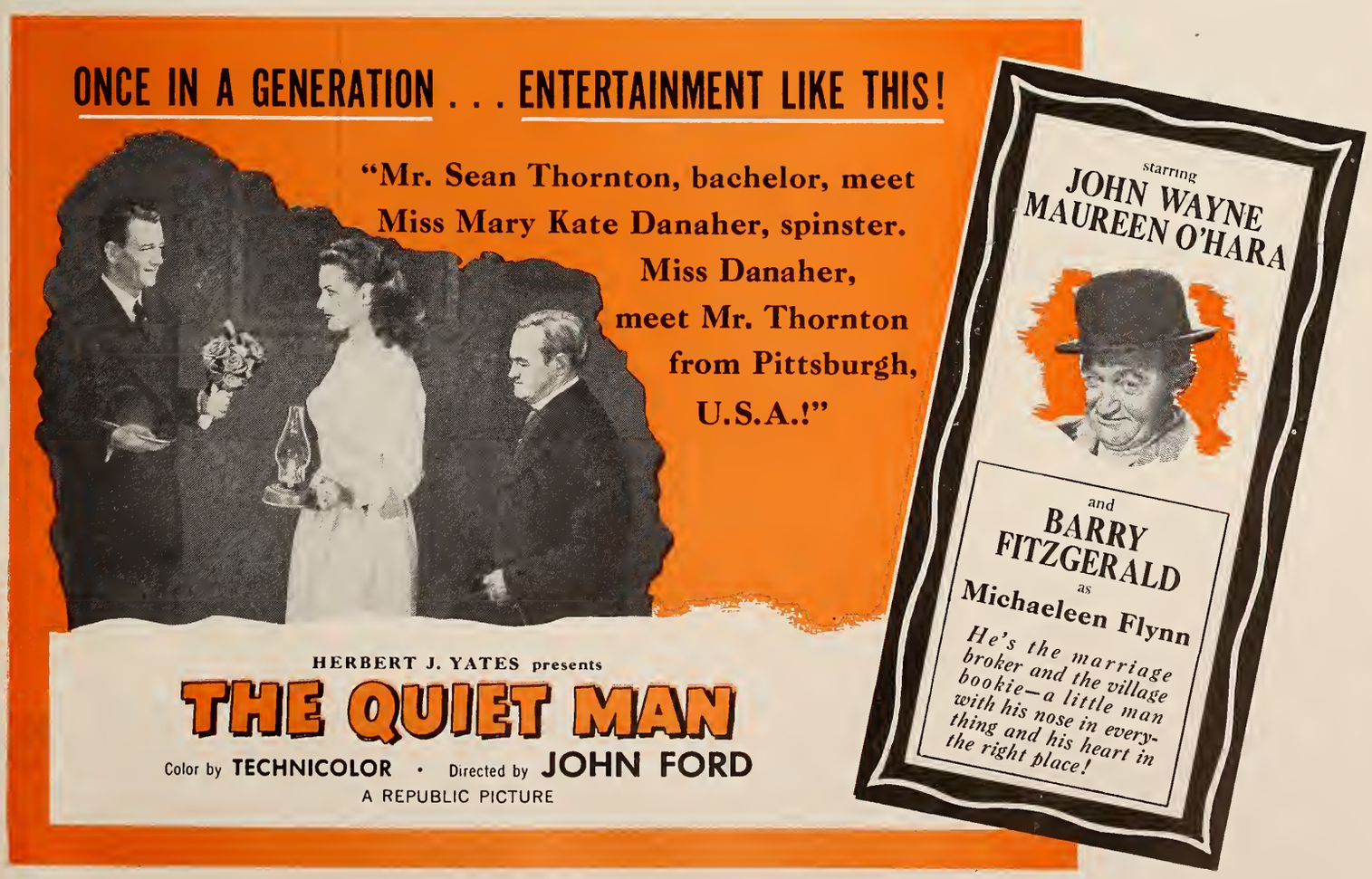
Thorneycroft replied: "I am bound to listen to advice from the Films Council, as directed in the Act."

Interviewed later, Eckman said: "It is true that I am a member of the Council's defaults committee but I wasn't present when the Empire was discussed. I was, in fact, present when the full Council considered the committee's report but I didn't take part in the discussion, and I certainly didn't vote."

The Labor Opposition threatens to bring up the matter again soon.

May TV Events at Arena

COLUMBUS, O., June 26.—An outdoor amphitheatre seating 4,000 being erected near suburban Reynoldsburg by Al Haft, local sports promoter, may be used for televised wrestling and boxing shows, it is reported.



House Passes Controls Bill

WASHINGTON, June 26.—The House today passed its version of the controls bill, including the amendment ending wage and salary controls in the film industry.

The bill also continues the industry's price control exemption. The measure now goes to conference with a Senate-approved bill, which would continue the price control exemption but leave industry wages and salaries under control.

Wording Called 'Loose'

While the wording of the bill to end wage and salary controls over theatres has been described as "loose," thus leaving it uncertain whether production - distribution also is covered, Rep. Jones (D., Mo.), sponsor of the law, said he intended it to cover talent and other studio workers as well as those in exhibition.

The House, acting on an amendment to legislation extending the Defense Production Act, yesterday voted to end wage and salary controls. The original price control law exempted from price control any rates charged for film rentals and admissions, newspapers, books, magazines, radio and TV programs, outdoor advertising, and similar services. The law did not, however, exempt wages and salaries in these industries.

The Wage Stabilization Board and later the Salary Stabilization Board conducted investigations as to whether wage and salary controls should be lifted from these industries, but never came to any decision, and the controls have stayed in effect. Unions in the industries have urged that their wages and salaries be freed from control.

Wages in exhibition and production have been fixed by the same regulations as govern wages in other industries.

Salaries for talent workers have been governed by a letter from the Wage Board which lets the studios follow their traditional talent salary policies.

The House action yesterday came on a motion by Rep. Jones. His amendment actually was loosely worded, and while it was clear that theatres were freed from wage control, there was some question as to whether production was also freed. But Wage Board and industry lawyers said that even though the amendment was worded loosely, there was no doubt of the intention to free talent and other studio workers as well as theatre workers, and that the Administration would undoubtedly observe this intent.

New TV Antenna for New England Area

BOSTON, June 26.—Ceremonies were held yesterday atop the 2,400-foot Mount Belknap Mountain in New Hampshire inaugurating the beginning of operation of New England's first RCA antenaplex for the community.

Television reception from the 40-foot antenna will serve set owners in the Laconia, New Hampshire, area and surrounding areas. Laconia is 100 miles north of Boston. The new antenaplex employs the longest rural television cable in the world, running 30,000 feet from the top of Mount Belknap into Laconia. Work on the antenaplex began last November.

Review

"Washington Story"

(*Metro-Goldwyn-Mayer*)

A GRAND tour of the nation's Capital is offered in "Washington Story," a picture which emphasizes the fact that a Congressman's life is frequently a hectic one. Van Johnson and Patricia Neal share the lead with strong support coming from Louis Calhern and Sidney Blackmer. On the whole, the story is an appealing one and should do satisfactorily at the box office. Special exploitation angles can be developed from the many revealing glimpses into the life and functions of Washington.

Johnson plays an energetic young Congressman who gets caught up in the dilemma of considering the immediate needs of his constituents and the broader needs of his country. The crisis arises out of a special measure before Johnson's committee. Adding to the confusion is the appearance of Miss Neal, a newspaper woman out to do a hatchet job on Johnson at the instigation of one of his enemies. She poses as a sympathetic writer and through the accumulation of misleading bits of information, infers that Johnson has made a crooked deal with special lobbyists behind the measure.

In a dramatic climax, Johnson acquits himself like a true statesman at the risk of his political career. By this time Miss Neal realizes the pettiness of her planned articles and switches to a more honest appraisal of the young Congressman. Involved in the journalistic change of view is a growing romantic attachment to Johnson.

Calhern adds an amusing portrait as a shrewd old Congressional warrior. Amusing touches are scattered throughout the screenplay which Robert Pirosh wrote and from which he directed. Dore Schary produced.

Running time, 82 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

Poll on Hollywood's Charming Families

LOS ANGELES, June 26. — Sheilah Graham, Hollywood columnist and editor of *Hollywood Family Album*, new magazine to be published beginning next fall, is emphasizing the "wholesome side of Hollywood" in a poll to determine the "most charming" film families, results of which are to appear in the new publication.

Miss Graham's ballot, being sent to publication editors, lists 25 Hollywood families. She offers $100 to the individual voter whose ballot most nearly approximates the poll results.

Listed on her ballot are the Rex Allens, Paul Brinkmans, Jeff Chandlers, Bing Crosbys, John Dereks, John Farrows, Glen Fords, Ben Gages, Bill Holdens, Harry Jameses, Howard Keels, Gene Kellys, Mario Lanzas, Tom Lewises, Gordon Mac Raes, Marty Melchers, Ricardo Montalbans, Gene Nelsons, Gregory Pecks, Dick Powells, Tyrone Powers, Roy Rogers, Geary Steffens, Jimmy Stewarts and the Richard Widmarks.

Dedication of Rogers Highway Proceeds

New Mexico will today become the third state in two days to pay tribute to Will Rogers by renaming U. S. Highway 66 the Will Rogers Highway, the ceremonies publicizing the event being tied-in with the release of "The Story of Will Rogers," which is to have its premiere at the Beverly Theatre in Beverly Hills July 10.

Meanwhile, it was announced that the national trade screening for the color by Technicolor film has been set back from July 11 to July 16.

Rogers' Commemorative Stamps Presented

HOLLYWOOD, June 26. — Blocks-of-four, with plate block numbers, of the Will Rogers commemorative three-cent stamp, issued by the U.S. Postal Dep't. in 1948, are being sent to press representatives and others by Mort Blumenstock, Warner Bros. vice-president in charge of advertising-publicity.

Noting that the stamps may become collectors' items, Blumenstock also notes that "The Story of Will Rogers" will be released soon.

11 Films Started; 33 Now in Work

HOLLYWOOD, June 26.—The production index regained the four points lost last week for a total of 33 pictures now in work. Eleven new pictures were started and seven were completed.

Started were: "Salome—The Dance Of The Seven Veils" and "The Member Of The Wedding," Columbia: "Man Trap" (Alexander Paal Films), Independent; "The Story Of Three Loves" (Third sequence—"Equilibrium"), "The Desperate Search," "Small Town Girl" and "Sombrero," Metro-Goldwyn-Mayer; "Hired Guns," Monogram; "Desperadoes Outpost" and "Fair Wind To Java," Republic: "Murder," RKO Radio.

Completed were: "Voodoo Tiger" (Esskay Pictures, Prod.), Columbia; "The Glass Wall" (Shane-Tors Prods —United Artists re'ease), Independent; "Guns Along The Border" and "Yukon Gold," Monogram; "Tropical Heat Wave," Republic; "Cattle Kate," Universal-International; "Springfield Rifle," Warner Bros.

N. J. Storehouse for Salvage Film Burns

A shack used as a film storage warehouse near Ogdensburg, N. J., exploded and burned Wednesday with the loss of only old film that had been stored preparatory to salvaging some ingredients, it was reported here yesterday.

Contrary to newspaper reports, the building, situated on an isolated tract of land owned by 20th Century-Fox, was itself neither owned nor operated by that company. The tract had been leased to a film salvage firm. No one was injured in the accident, it was reported.

Stanko in New Post

CAMDEN, N. J., June 26.—Edward Stanko, veteran RCA engineer, has been appointed to the newly created post of manager of engineering, technical products division, RCA Service Co., Inc., it was announced by W. L. Jones, company vice-president, yesterday.

20th Meet in Policy Talks

Discussion of company sales policies for pictures slated for exhibition this summer and distribution planning for the territories marked the first session here yesterday of the 20th Century-Fox division managers' meeting.

During the afternoon those attending the meeting witnessed a demonstration of Eidophor, the company's color theatre television system.

With Al Lichtman, director of distribution, presiding, aided by W. C. Gehring, executive assistant general sales manager, and assistant general sales managers Edwin W. Aaron and Arthur Silverstone, each of the division chiefs presented their own plans for increasing business in their territories and aiding in theatre promotion plans.

Today's sessions will continue the general sales discussions with emphasis on merchandising plans for the product scheduled for the remainder of the year.

De Rochemont Joins Transfilm Here

Richard de Rochemont, former executive producer of the March of Time, and Transfilm, Inc., business films producer, have joined forces, Transfilm vice-president William Burnham announced yesterday. Under the deal, it is reported, de Rochemont will bring his current and future business film accounts to Transfilm, which involves an estimated $500,000 worth of production.

De Rochemont, who resigned from Time, Inc., when that company terminated its March of Time film series last year, recently completed plans for two topical television programs scheduled for fall release. At Transfilm he will act as producer as well as consultant on new business matters.

He also plans to produce, in 1953, a feature motion picture based on a novel by Henry James which will be filmed in Europe and the U. S.

Mack Reports 5-Week Pre-selling of Films

CHICAGO, June 26.—Exhibitors in this area no longer are depending on merely one week's advance advertising to pre-sell their pictures, according to Irving Mack of Filmack Trailers. In many situations, he said, pictures are now receiving four and five weeks of pre-selling as indicated by the special trailer advertising material.

A few of the pictures receiving "far-in-advance" pre-selling are, "The Greatest Show on Earth," "Pat and Mike," "Jumping Jacks," "Story of Will Rogers," "Robin Hood," and "Lovely To Look At," Mack said.

Gets Extended Time Bids

Paramount reported yesterday that it is receiving "unprecedented" requests for extended playing time for the new Martin-Lewis comedy, "Jumping Jacks," slated for July release. The Fox Theatre in Philadelphia has taken the film for a minimum of six weeks.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 126 NEW YORK, U. S. A., MONDAY, JUNE 30, 1952 TEN CENTS

Self-Destruction An Editorial

"I'D like to get out of the theatre business while I've still got my shirt."

"The theatre business isn't going. It's dead."

"The way business is, it's cheaper to close than keep going."

"Things will get worse. Theatres won't get any good pictures until late August."

"It's doubtful those theatres closing for the summer will reopen in the fall."

"More theatres are sure to close."

•

Those are sample quotes which the *Wall Street Journal* reported on Friday had been given it by exhibitors in all sections of the country. It named many of them.

The article was headed "Movie Misfortune."

The explanations offered for their "misfortunes" by the theatre operators interviewed were many and varied but, as usual, television was the most frequently mentioned single cause.

With the entire industry organizing to obtain elimination of the Federal admissions tax, on the success of which much of the future economic health of the industry depends, it was significant to find among the scores of exhibitors interviewed only one quoted as attributing his "misfortune" to that tax. It was an opportunity to turn a destructive article into a genuine service to the industry's anti-tax campaign, but only one voice was raised among the multitude of weepers. The rest preferred to "sound off," knowing what they

(*Continued on page 2*)

Balabans to Offer Publicly 38,500 Shares Of Paramount Common, SEC Told

Washington, June 29.—Paramount Pictures has filed a registration statement with the Securities and Exchange Commission for the public offering of 38,500 shares of the firm's common.

The statement said the shares are to be offered from time to time on the New York Stock Exchange by Barney Balaban and by his wife, Tillie Balaban.

The shares are believed to be part of an original block of 40,000 shares acquired by Balaban several years ago through exercise of option warrants at $12.50 per share issued to him as part of an ensuing arrangement by which the company liquidated $2,000,000 of its convertible notes held by Balaban.

At current market prices the shares to be offered are valued at just under $1,000,000.

Denver Theatre in Talks to Telecast Nat'l Conventions

Negotiations for a theatre telecast of the forthcoming national political conventions into the Broadway Theatre, Denver, have been started by John Wolfberg, owner of the Broadway, it was learned here at the weekend.

It is understood that Wolfberg has approached both the National Broadcasting Co. and Columbia Broadcasting System in an attempt to get their approval for tapping off convention television coverage.

Denver is a non-television area and the Broadway Theatre has been utilized before to bring television attractions such as the World Series to that city. Meanwhile, it was also learned that the Savoy Hotel in Denver has already contracted to supply television coverage of the Chicago political conventions of both parties in July.

Here in the East, Norman Elson, head of Embassy Newsreel Theatres, some of which are equipped with television, has expressed interest in carrying highlights of the convention via large-screen TV. Although no final decision has been reached as yet, it is understood that Elson has attempted to

(*Continued on page 4*)

20th-Fox Sets 18 And 2 Re-Issues For Next 6 Months

Twentieth Century-Fox will release 18 features between July and December. Eight will be in color by Technicolor, Al Lichtman, director of distribution announced Friday at the concluding session of a two-day sales meeting at the home office.

In addition, the company will re-release during the six-month period "To the Shores of Tripoli" and "The Black Swan," both in color by Technicolor.

Lichtman announced that the division manager delegates, who returned to their respective headquarters over the weekend, shortly will hold meetings with their branch managers to acquaint them with the details of the New York conclave and to formulate sales plans on each picture.

The 18 releases are divided up among the six months as follows:

July—"Wait 'Til the Sun Shines, Nellie" (Technicolor), "Diplomatic Courier" and "We're Not Married."

August—"Dream Boat," "Don't Bother to Knock," "Les Miserables" and "What Price Glory" (Technicolor).

September—"Lure of the Wilder-

(*Continued on page 4*)

Renew Effort Today To Set Arbitration

At a series of meetings scheduled to open this afternoon at the Fabian Theatres home office here, distribution and exhibition will attempt for the third time in two months to reconcile conflicting business philosophies and viewpoints with a view to setting up a system of arbitration for the industry.

The meeting today, which may continue into the middle of the week, is

(*Continued on page 4*)

MGM Sets Six for Sept.-Oct. Release

M-G-M will release six features during September and October at the rate of three a month, Charles M. Reagan, general sales manager, announced. Three will be in color by Technicolor.

Slated for September are "The Merry Widow," color; "You for Me," and "My Man and I." For October release are "Because You're Mine," color; "Sky Full of Moon," and "Everything I Have Is Yours," color.

Para. Details Its L.A. Release Plan

Details of Paramount's experimental plan for subsequent run exhibition in the Los Angeles area, following the expanded first run exhibition in seven districts as recently reported, were announced by the company here on Friday.

The test, commencing with the general release of "The Greatest Show on Earth," will continue with "Jumping Jacks," and "Son of Paleface."

(*Continued on page 4*)

Set Chromatic Tube Showing In Three Cities

Plan Demonstrations in New York, 'Frisco, L.A.

Plans to hold public demonstrations of Chromatic's new tri-color television tube for home TV sets in the East and West were disclosed here at the weekend by Richard Hodgson, president of Chromatic Laboratories, Inc., which is 50 per cent owned by Paramount Pictures.

The plans were revealed in the wake of the National Production Authority's new order modifying its blanket ban on the manufacture of color home television sets and lifting the ban entirely for color theatre television.

Hodgson, who recently returned from Oakland, Calif., where a pilot plant is maintained by Chromatic, said the demonstrations would probably be held in New York, San Francisco and Los Angeles at a date yet to be fixed, but during 1952.

It was made clear that while Chro-

(*Continued on page 4*)

French Talks Go on As Old Pact Ends

With negotiations in Paris for a new Franco-American film agreement still in the preliminary stage, the old agreement will expire today. An understanding is said to exist whereby the terms of the expiring agreement will be continued until a new pact is reached or negotiations break down.

John G. McCarthy, international division chief of the Motion Picture Association of America, said on Friday that the Paris talks between representatives of both governments are continuing in the exchange-of-ideas vein.

Divorcement of 20th-Fox Delayed

The divorcement of 20th Century-Fox, slated for last Saturday, has been deferred pending receipt of a ruling from the Treasury Department which would permit the distribution of the stock of National Theatres, Inc., to 20th-Fox stockholders tax-free, Spyros P. Skouras, 20th-Fox president, disclosed here at the weekend in a letter to stockholders.

Personal Mention

MITCHELL WOLFSON, president of Theatre Owners of America, will leave here today for his Miami headquarters.

•

HARRY F. SHAW, division manager of Loew's Poli-New England Theatres, has been named entertainment chairman of the dedication program for the opening of Bradley Field in Hartford.

•

JAMES P. MYERS, manager of the Monogram exchange in San Francisco, underwent minor surgery at St. Luke's Hospital over the weekend.

•

HOWARD ROTHMAN of the Blaine-Thompson Advertising Agency and MARION GLUCK were married yesterday at the Savoy Plaza here.

•

MAURICE N. WOLF, field assistant to H. M. RICHEY, M-G-M exhibitor relations head, has six speaking dates lined up for August.

•

JOHN BOX and CHARLES HILLIARD, Texas exhibitors, have reopened the 400-seat Point Theatre at Richmond, Cal.

•

EUGENE ARNSTEIN, Monogram studio manager, left the Coast at the weekend for a business trip to Dallas.

•

DAVID SHERMAN has been named assistant manager of the Warner Capitol Theatre in Springfield, Mass.

•

TERRY TURNER, RKO Radio director of exploitation, has returned to Hollywood from New York.

•

FOSTER M. BLAKE, Universal Western sales manager, will leave here today for the Coast.

•

LEOPOLD FRIEDMAN, Loew's vice-president and secretary, has returned here from abroad.

•

VINCENT M. FENNELLY, Monogram producer, is in New York from the Coast.

Self-Destruction

(*Continued from page* 1)

said would be used not to help them but to help destroy them.

It is a method of self-destruction the industry witnessed in *Life* magazine a year ago. Nothing, apparently, was learned from that experience.

The "movies" real "misfortune" is that it numbers such as those quoted in the *Wall Street Journal* within its ranks.

SHERWIN KANE

Burlesque Back at Savoy

Walter Reade's Savoy in Asbury Park will resume burlesque shows for the second successive summer on Thursday. Two shows will be presented nightly with extra midnight frolics every Saturday.

TOA Takes No Stand on U.S. Tax Savings Policies

On the administrative level Allied and Theatre Owners of America are taking somewhat different, although not necessarily conflicting positions with respect to whether theatre operators should retain or pass along to the public the savings to be realized if the industry wins repeal of the 20 per cent Federal admission tax.

This was brought out at the weekend when Mitchell Wolfson, TOA president, said his organization has no policy whatever on the question. TOA, he explained, holds that where theatres need the extra revenue tax savings should be kept and where they don't need it perhaps what would amount to a 20 per cent cut in admission prices would further stimulate business.

Abram F. Myers, Allied board chairman and general counsel, earlier this month issued a bulletin in which he expressed the opinion that "exhibitors will have to retain the money from any tax reduction in order to remain in business."

Meanwhile, the Council of Motion Picture Organizations, under whose banner the industry's anti-tax campaign is being conducted, has adopted as its official policy the viewpoint expressed by Myers. COMPO recognized parenthetically, however, that it would be up to the individual theatre operators to make their own choice, contingent on local business conditions.

Kirsch in Opposition

After Myers had issued his bulletin, Jack Kirsch, a director of national Allied, issued a strong statement in Chicago advocating that any tax relief obtained should unquestionably be passed along to the public. And Kirsch stuck to his opinion even after COMPO adopted its official policy.

Wolfson reported that all 27 of TOA's regional associations are now, or soon would be, fully organized for the COMPO tax fight, which will be launched officially on July 8 when the industry agency's governing triumvirate—Al Lichtman, Trueman Rembusch and Samuel Pinanski—meet here again for that purpose. TOA, its president said, has pledged all-out cooperation to COMPO in the impending campaign.

Said Wolfson: "We must make sure that if the present Federal amusement tax is eliminated, that we have so educated the American public and its representatives that this discriminatory tax is not picked up by cities or states. I think this is just as important as any problem with which we are faced.

"Unless this discriminatory tax is eliminated, hundreds of additional theatres will close, with thousands of persons being thrown out of work. The motion picture industry cannot stand both the television competition and this discriminatory 20% Federal excise tax. We must have relief if we are to continue to serve the American public, especially the low income mass groups, with the same high standard of entertainment and relaxation that we have provided in the past."

'Noon' Opens Here, Phila., July 25th

As a prelude to blanket extended playing time engagements in four circuits covering seven states, Stanley Kramer's "High Noon" will open at the Mayfair in New York and the Boyd in Philadelphia on July 25, William J. Heineman, United Artists distribution vice-president, reported here on Friday.

The contracts call for a minimum 10-week run at the Mayfair and a four-week engagement at the Boyd, and provide for "top terms and fat guarantee," Heineman indicated.

The blanket engagements that follow will cover the Interstate, Kincey, Saenger and Butterfield circuits, covering Texas, Oklahoma, the Carolinas, Mississippi, Louisiana and Michigan. Additionally there will be four-week guaranteed bookings by the United Artists Theatre, San Francisco, and two-week minimum bookings at the Warner, Milwaukee, and the RKO Missouri, Kansas City.

House Provision on Wages Is Dropped

WASHINGTON, June 29. — House-Senate conferees on the controls bill dropped a House provision which would have exempted theatres and probably studios as well from wage and salary controls.

However, the conferees kept another House provision which would end these controls on firms employing eight or fewer workers. This would probably cover most small, independent theatres.

Film admissions and rentals would continue to be exempted from price controls, as under the present law.

'Sally' Premiere Sets Off 75 Dates

Universal-International's "Sally and Saint Anne" will have its premiere in Boston tomorrow at the Astor Theatre, launching almost 75 dates in the territory.

Theatres in the five-state area of Massachusetts, Maine, Vermont, New Hampshire and Rhode Island are participating in the saturation openings and will be featured in the special off-the-amusement-page advertisements.

Bid for Portland Channel

PORTLAND, Ore., June 29.—A partnership for making an application for TV Channel 4 has been formed by Spokane radio station KXLY and Bing Crosby and Robert P. Porter, Mahlon B. Rucker, Dr. Joseph W. Lynch, all Spokane.

Roy N. Sackett Dies

ROCHESTER, June 29.—Roy N. Sackett, a retired member of Eastman Kodak's motion picture film department, died here at 68.

Newsreel Parade

THE rivalry over the forthcoming Presidential nominations and the honoring of Louis Braille mark current newsreel highlights. Other items include Dean Acheson getting an honorary degree, bathing beauties and sports. Complete contents follow:

MOVIETONE NEWS, No. 53—Man-in-the-street discussion of elections. France honors Louis Braille. Walking Towers fete in Italy. Trailer city for H-bomb workers. Beauties pose for press. Diving.

NEWS OF THE DAY, No. 287—G.O.P. rivals drive for nomination. International beauties. Religious festival in India. Queen Elizabeth at horse show. Florida mermaids. Bullfight.

PARAMOUNT NEWS, No. 90—Canada's fight to save a forest. Blind honor Louis Braille. Gen. Ridgway in Germany. Acheson gets Oxford degree. Young America awards. Olympic diving.

TELENEWS DIGEST, No. 26-B—Gordon Dean reports on atomic arms. Debate Yalu bombings. Black Watch regiment to Korea. Crickets invade Nevada town. Man against rapids. Olympic swimmers.

UNIVERSAL NEWS, No. 573—No-man's land in Germany. Louis Braille honored. Amphibious cargo carrier. Cite Col. Francis Gabreski. World beauties. Bicycle polo. Water skiing.

WARNER PATHE NEWS, No. 92—Democrats battle for delegates. Korea ammunition dump explodes. Oxford honors Acheson. German tour impresses Ridgway. France remembers Louis Braille. Rogers Highway. Fashions. Mermaids.

Sales Drive Prizes Go to 'U' Personnel

One hundred and thirty Universal domestic division, district, branch and office managers, salesmen and bookers, received their share of the $35,000 in cash prizes over the weekend in the recently concluded 18-weeks' "Nate J. Blumberg 40th Anniversary Sales Drive," in which 22 of the company's 31 domestic branch offices finished over quota.

The Southern division headed by F. J. A. McCarthy was the winning division in the drive, topping the West headed by Foster M. Blake and the East headed by P. T. Dana. The winning district in the drive was that headed by H. H. Martin which includes the Dallas, Kansas City, New Orleans, Oklahoma City and St. Louis branches. Second place among the districts went to the district headed by Barney Rose and including the Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle branches.

The Portland branch headed by Arthur Greenfield took first place among the branches, topping the second place winner, Seattle, managed by Donald Gillin by almost 10 percentage points. Third place went to the Kansas City branch headed by Jack Langan; fourth to New Orleans headed by C. R. Ost; fifth to San Francisco headed by Ted Reisch; sixth to Memphis headed by R. C. Settoon; seventh to Dallas headed by R. N. Wilkinson; eighth to Washington headed by Joseph Gins; ninth to Charlotte headed by J. W. Greenleaf and 10th to St. Louis headed by Harry Hynes.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Inside New York—50 years ago . . .

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

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East Coast Division
342 Madisan Avenue, New Yark 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywaad 38, California

L. A. Plan

(*Continued from page* 1)

A total of 21 runs will be offered in competitive negotiations on the three pictures, a substantial reduction in the number of runs previously licensed on the first subsequent run availabilities, Paramount said. The first subsequent runs will be served on an availability of 28 days after the first run opening date Paramount has designated. Each of the first runs on the three pictures will play a minimum of two weeks. On other pictures which may be offered on this plan, the availability will be determined by the minimum length of the first run.

Divided Into 8 Districts

In negotiating the runs, the area has been divided into eight districts. These districts, and the number of runs to be offered in each, are:

Areas 1 and 2 combined, constituting urban Los Angeles and Hollywood and also including Belvedere Gardens, Montebello, Eagle Rock, Highland Park and Whittier—eight runs. Area 3, including Beverly Hills, Westwood, Santa Monica, Ocean Park, Venice, Culver City and Pacific Palisades—three runs. Area 4, including Inglewood, Westchester Village, the area South to Torrance, El Segundo, Hawthorne, Manhattan Beach, Hermosa Beach and Redondo—three runs. Area 5, including Huntington Park, Maywood, Bell, Southgate, Lynwood, Compton and the Florence Avenue area—one run. Area 6, including Pasadena, So. Pasadena, Alhambra and all of the theatres in the San Gabriel Valley—two runs. Area 7, including Glendale—one run. Area 8, including Burbank and all the theatres in the San Fernando Valley area West to and including Canoga Park—three runs.

Availability dates for the commencement of these 28-day runs will be: "Greatest Show," Aug. 6; "Jumping Jacks," Aug. 20.

14 Days to Play

These runs will have 14 days to play and clear prior to commencement of the next runs in each area, which will be licensed on an availability of 42 days after the first run opening date availability designated by Paramount, the company said.

Under this plan, all subsequent run availabilities, being keyed off first run opening instead of closing as in the past, will be automatically determined by the first run opening. It is pointed out by Paramount that this plan will enable exhibitors to set their bookings weeks in advance so their programs may be properly planned and advertised.

"Greatest Show," which will initiate the plan, will start general release first run engagements at six theatres on July 9 day-and-date. The theatres are the Vogue, Hollywood; Olympic drive-in, West Los Angeles; Century drive-in, Inglewood; California Theatre, Huntington Park; Roxy, Glendale, and the El Monte drive-in, El Monte.

Proclaim July 7 as 'Will Rogers Week'

Los Angeles, June 29. — Mayor David Tannenbaum has proclaimed the week of July 7 as "Will Rogers Week" in Beverly Hills in honor of the premiere of the Warner Brothers Technicolor production, "The Story of Will Rogers." It will open July 10 at Warners' Beverly.

Review

"Island Rescue"

(*Rank-Universal-International*)

A NOVEL plot idea is given an extremely clever treatment in "Island Rescue," putting it in the category of superior British importations. The story is engrossing and the humor fresh and, as such, the film should provoke a popular response. For marquee purposes there is David Niven in the lead with England's popular and attractive Glynis Johns co-starring.

The story harks back to 1940 when the German army invaded a small, strategically-unimportant British island. About the only consternation caused by the invasion was to the British Ministry of Agriculture, since on the island was a prize cow named Venus, and Venus represented a triumph of breeding. Quick, efficient governmental action was necessary. So a small unit headed by Major Niven is dispatched by submarine to the island to bring back the precious cow. Along with the group goes Miss Johns, a one-time native of the island who knows its inhabitants and its byways.

What ensues is a delightful exercise in comedy sandwiched in between some moments of taut drama. It develops that the German commander, George Coulouris, learns about the proud cow and decides to send her back to the fatherland. In the final showdown the British match wits with the Germans, with the former out-maneuvering the latter.

The screenplay by Nicholas Phipps lingers lightly over the budding romance between Niven and Miss Johns. There are some excellent bits of scenic photography, also.

A J. Arthur Rank presentation, it was produced by Betty E. Box and directed by Ralph Thomas.

Running time, 87 minutes. General audience classification. Release date, June 30.

Mandel Herbstman

Arbitration

(*Continued from page* 1)

for members of a so-called Continuance Committee of 10 which will continue the paragraph-by paragraph analysis of a Drafting Committee's report dropped June 18 by the industry conference when it became apparent that a stalemate was reached.

When the Continuance Committee's analysis is completed to the satisfaction of its five distribution and five exhibition members, or when it drafts an entirely new report, if necessary, the group will set a date for resumption of the second Industry Arbitration Conference which adjourned at the Hotel Astor here on June 18.

Scheduled to be on hand this afternoon are the following: from exhibition—Abram F. Myers, Herman M. Levy, S. H. Fabian, Emanuel Frisch and Wilbur Snaper; from distribution—Austin Keough, Adolph Schimel, Al Lichtman, Abe Montague and William F. Rodgers. The first subjects they will tackle are bidding and alleged forcing of features and short subjects.

20th-Fox Sets 18

(*Continued from page* 1)

ness" (Technicolor), "O. Henry's Full House" and "Way of a Gaucho" (Technicolor).

October—"Monkey Business" and "My Wife's Best Friend."

November—"The Snows of Kilimanjaro" (Technicolor), "Night Without Sleep" and "The I Don't Care Girl" (Technicolor).

December—"Pony Soldier" (Technicolor), "Top Man" and "The Stars and Stripes Forever" (Technicolor).

Two Theatres on New Liner 'U. S.' Seat 552

The new super-liner *SS United States* has two theatres equipped with American Seating Co. Bodiform chairs. The cabin class theatre has 352 seats, and the tourist class theatre seats 200. The ship makes its maiden trans-Atlantic voyage from New York Thursday.

Chromatic Tube

(*Continued from page* 1)

matic and Paramount saw some benefits flowing from the recent NPA order regarding the expansion of color home TV, neither felt satisfied with the order. It was Paramount and Chromatic which pressed the NPA to rescind the old order.

Under the heading of benefits, Hodgson listed "the new public awareness of color television" brought about by news stories concerning the new NPA order. He also said the order allows Chromatic to go ahead with the manufacture of home color TV sets for demonstration purposes. Hodgson said that, in addition, it holds out the "possibility" that Paramount may utilize its own TV station on the coast, KTLA, for color telecasting purposes. The order, in short, Hodgson felt was a wedge which Chromatic and Paramount could utilize to further home color television.

On the negative side, the restrictions on the manufacture of home color TV sets were said to be almost prohibitive for any large-scale set manufacturing. The failure of the networks to reinstate color telecasting was also listed as a deterring factor for any immediate development of home color TV.

Regarding the possibility that the Chromatic tri-color tube may be adapted for Paramount's theatre television system, Hodgson said that no decision has been reached.

Rules Out Oriental Bid on Doubleby

Chicago, June 29. — On the legal front here, Judge Harry Fisher has held that the chief stockholders of the Doubleby Corp., Bohrer and Barnhauser, are not personally responsible for debts incurred by the corporation. In so doing, Judge Fisher overruled a request from the bondholders of the Oriental Theatre Building.

The hearing on the Grand Theatre's petition for exemption from the provisions of the Jackson Park decree (on the grounds that RKO Theatres and RKO Pictures have been divorced) has been put over to August 19 by Federal Judge Michael L. Igoe.

20 Degrees Cooler Inside Theatre TV

The N. Y. *Herald Tribune* last week, commenting on the collapse of Sugar Ray Robinson and referee Ruby Goldstein from heat in the course of the title fight at Yankee Stadium, said:

"And to think there were thousands of persons watching the fight in air-cooled motion picture theatres! Who was the guy who said that actually being at ringside provided the big thrill? He should have been at the Stadium."

John J. O'Connor, Universal vice-president, who forwards the item, observed: "Words of wisdom from the *Herald Tribune*."

Armour in Republic Near East Post

Reginald Armour has been named manager for Continental Europe and the Near East for Republic Pictures International Corp. Richard W. Altschuler, president, has announced.

Armour has been with the company several years, most recently representing it in the Far East.

N. J. Allied Outing Will Offer Sport

Allied of New Jersey's annual summer outing on Wednesday, which has been opened to members of all branches of the industry in the Metropolitan New York area, will include pool privileges at Asbury Park's Berkeley Carteret Hotel as well as luncheon and dinner, Wilbur Snaper, president of the unit and of national Allied, reported at the weekend.

The unit will hold a business meeting in conjunction with the outing.

Pine-Thomas Set 6 Production Dates

William Pine and William Thomas have announced starting dates for their next six Paramount releases, covering an 18-month production period. The first starts Aug. 4. Their next film, "Caribbean," is set for a September bow, and two other pictures are completed.

New RKO Radio Counsel

Hollywood, June 29. — Norman Loveless, of the legal firm of Mitchell, Silberberg and Knupp, has been appointed assistant resident-counsel in the RKO Radio studio legal department, replacing Peter Knecht, whose elevation to the post of executive assistant to Ross Hastings, RKO executive in charge of contract negotiations and administration, was announced recently. Loveless will function under Sidney Lipsitch, head of the studio's legal department.

Nat'l Conventions

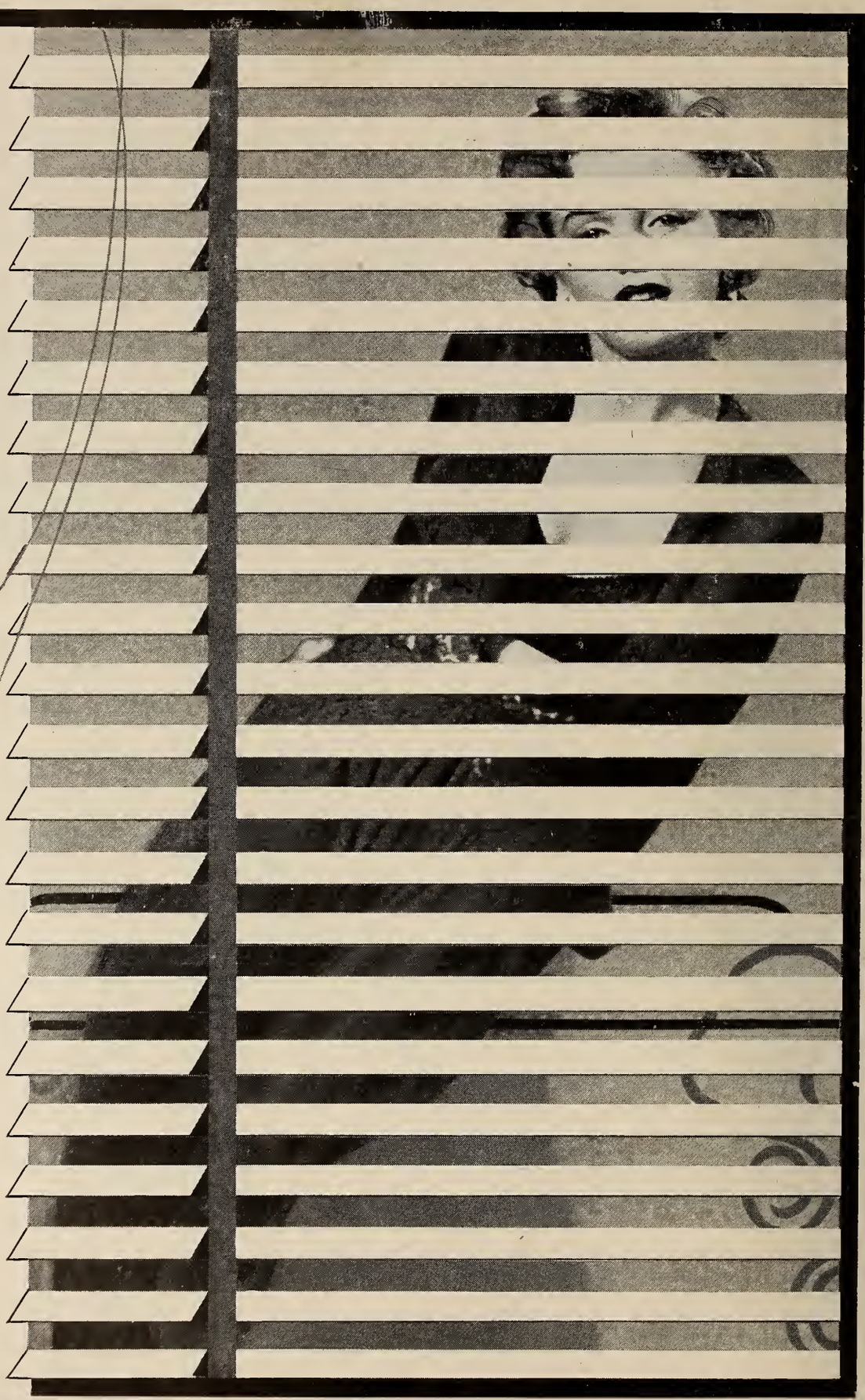
(*Continued from page* 1)

tie-in with the convention TV coverage which will be sponsored by the March of Time.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
May 18	(May Releases) (Kramer) THE SNIPER Arthur Franz Adolphe Menjou D—87 min. (Rev. 3/14/52) SOUND OFF (Color) Mickey Rooney MC—83 min. (Rev. 4/4/52) A YANK IN INDO-CHINA John Archer Douglas Dick D—67 min. (Rev. 4/3/52) APACHE COUNTRY Gene Autry O—62 min. (Rev. 6/2/52)	LOAN SHARK George Raft Dorothy Hart D—79 min. (5111) (Rev. 4/30/52)	THE GIRL IN WHITE June Allyson Gary Merrill D—93 min. (Rev. 3/13/52)		(May Releases) ANYTHING CAN HAPPEN Jose Ferrer Kim Hunter C—107 min. (5117) (Rev. 2/27/52) RED MOUNTAIN (Color) Alan Ladd Lizabeth Scott OD—84 min. (5113) (Rev. 11/26/51)	BLACK HILLS AMBUSH Alan "Rocky" Lane O—54 min. (4815) (Rev. 6/16/52)	(May Releases) THE NARROW MARGIN Charles McGraw D—70 min. (226) (Rev. 4/1/52) THE FAITHFUL CITY Jamie Smith OD—81 min. (273) (Rev. 4/17/52) THE HALF BREED (Color) Robert Young Janis Carter OD—81 mia. (228) (Rev. 4/17/52) DESERT PASSAGE Tim Holt O—00 min (230) (Rev. 5/19/52)	(May Releases) DEADLINE—U.S.A. Humphrey Bogart Ethel Barrymore D—87 min. (Rev. 3/12/52) BELLES ON THEIR TOES (Color) Jeanne Crain Myrna Loy CD—89 min. (Rev. 4/3/52) OUTCASTS OF POKER FLAT Dale Robertson Anne Baxter D—81 min. (Rev. 5/8/52) (Re-Releases) LAURA Gene Tierney Dana Andrews D—88 min. (252) (Rev. 10/11/44) THIS ABOVE ALL Tyrone Power Joan Fontaine D—110 min. (253) (Rev. 5/12/42)		(May Releases) RED BALL EXPRESS Jeff Chandler Alex Nicol D—83⅓ min. (218) (Rev. 4/30/52) BRONCO BUSTER (Color) John Lund Scott Brady O—80 min. (219) (Rev. 4/11/52) NO ROOM FOR THE GROOM Tony Curtis Piper Laurie C—82 min. (220) (Rev. 5/7/52)	THE SAN FRANCISCO STORY Joel McCrea Yvonne DeCarlo OD—80 min. (121) (Rev. 4/8/52)
May 25		OUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	GLORY ALLEY Ralph Meeker Leslie Caron D—79 min. (Rev. 5/19/52)			BAL TABARIN Muriel Lawrence William Ching DM—84 min. (5129) (Rev. 6/19/52)			(Alex Gottlieb) THE FIGHTER Richard Conte Vanessa Brown D—78 min. (Rev. 5/7/52)		ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)
June 1	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)		PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bonbn D—70 min. (5207) (Rev. 6/16/52)							
June 8		STOLEN FACE Paul Henreid Lizabeth Scott D—71 mia. (5109) (Rev. 6/2/52)		GOLD FEVER John Calvert Ralph Morgan OD—63 min. (5220)	(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE DENVER & RIO GRANDE (Color) Edmond O'Brien Ocan Jagger D—89 min. (5115) (Rev. 3/31/52)	I DREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYDIA BAILEY (Color) Dale Robertson Anne Francis D—89 mia. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/30)	(London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51) (Fanwill Prods.) CONFIDENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)	(June Releases) IVORY HUNTER (Color) Anthony Steele Diana Sheridan D—97 min. (221) (Rev. 5/19/52) SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ mia. (222) (Rev. 6/2/52) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223) (Rev. 6/16/52) (Rank) ISLAND RESCUE David Niven Glynis Johns D—87 min. (283)	CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 15			SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)								3 FOR BEDROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 22			LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)							THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
June 29	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52)	THE JUNGLE Rod Cameron Cesar Romero D (5112)		WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)							
July 6	CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. JUNCTION CITY Charles Starrett Smiley Burnette O—54 min.	PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)		(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	WOMAN IN THE WILDERNESS (Color) Ruth Hussey Rod Cameron OD THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O OLD OKLAHOMA PLAINS Rex Allen Slim Pickens O	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/20/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—80 min. (257) (Rev. 3/11/42)	(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52) (Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)		SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 mia. (Rev. 6/5/52)
July 13			HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	OEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)						(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	
July 20				SEA TIGER John Archer Marguerite Chapman D (5218)					(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)		THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D (129)
July 27											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)



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